

CCS Insights: Letters to Customers - Out of Stock - Suggest Alternative

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[Print on Company's Letterhead]

<<Date>>

<<Contact Name>>

<<Trading/Company Name of your Customer>>

<<Address>>

Dear <<Name of Contact>>,

<<Re: Out Of Stock - Suggest Alternative>>

Thank you for your recent order for <<Items/products>>. Unfortunately this item is currently out of stock and is due for delivery to us on <<Date>>.

This will therefore be available for collection on <<Date>>, or could be delivered to you by <<Date>>. We hope that this will be acceptable.

Alternatively, you may be interested in the <<Items/products>>. This is in fact very similar in content/performance and is aimed at the <<Qualitative grouping>>. It is priced at <<Price per Item>>, but we are able to offer it to you at <<reduced price per Item>>.

We apologise for not being able to supply the <<Items/products>> you requested. Sales of that particular <<Items/products>> have greatly exceeded our expectations and we are therefore in the process of restocking.

Yours sincerely,

<<Name & Title>>

For and on behalf of <<Company Name>>

**For further consultation, please
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