[on letterhead]

This introductory letter template is for prospective (not existing) customers.

November 1, 2012

[name of customer]
[address]

ATTENTION: [contact person, title]

Dear Sir / Madam:

I am writing to introduce you to [NAME OF YOUR BUSINESS] and tell you about the products and services we have developed exclusively for [small and medium-sized businesses].

[Name of your business] is a leading [provider / supplier] of *[insert description of what your business offers]*. We have been in business since _____, and in that time we have built a reputation for quality and service. At [name of your business], we understand that services begins with an understanding of your business' unique needs, and ends with your unconditional satisfaction.

First, with your assistance, we identify what your business requires. We then develop a [strategy / plan / program] tailored to address your present needs and to grow and expand along with your business. A dedicated Account Representative will provide "single source" customer support (in other words, that Account Representative will be assigned to your customer account). The Representative will be responsible for making sure that you are happy with our services, and will meet with you periodically to ensure that the program continues to remain a proper "fit" for your company.

We have recently developed *[insert details of the new program / services / product lines developed]*, which we believe would benefit your company. *[if available, enclose a brochure, pamphlet, catalog, etc containing products / services]*

[to submit proposal for services contract, etc: [Name of your business] believes that we have the qualifications, experience and resources to provide you with effective, efficient and cost-effective _____ *[describe services being provided]*. We realize that your time is valuable, and therefore we do not wish to send you unsolicited materials. In that regard, we are requesting your consent to submit a proposal for your consideration.

[if salespeople are to meet with customer: We would appreciate the opportunity to have one of our experienced Account Representatives meet with you to outline how [Name of your business] can satisfy your needs for *[insert appropriate product or service]*.

For more information, please give me a call at [phone number] or email me at [email address]. I look forward to hearing from you.

Yours truly,

[NAME OF YOUR BUSINESS]