

introduction letter

Example

Date:

Insert: Key selling point or question : ?

Dear [Enter name],

I believe that you will be thrilled with [Enter your company name] commitment to exceeding your needs and expectations.

[Enter your company name] has been supplying [Enter your product name] for over [Enter number of years] and has built a reputation on exceptional product quality and the best in customer relations. We strive to put ourselves in the place of our clients and give them our full attention at all times, as a result provide [Enter your product name] to some of the best companies in the sector. Some of our most prestigious clients are:

- Client x
- Client y
- Client z

As well as supplying quality [Enter your core product], we are also able to provide a selection of [Enter your additional product] manufactured to a high standard. As manufacturers of most of the products we provide you can be assured that we will do our utmost to provide you with everything your customers may need.

Why is [Enter your company name] successful?

- We offer a consultancy service to all of our customers
- We look at your needs, we won't sell you something you do not need
- All of our products are [Enter great fact about your products]
- We boast the fact that we currently own two factories and have excellent sourcing abilities
- We have a highly professional team to deal with all of your needs, however I will be your account /Sales Manager as a first point of contact

I would be delighted to discuss how best we can help you, so will contact you again next week to discuss further.

In the meantime, if you have any questions please do not hesitate to contact me on telephone number [Enter your tel no], alternatively e-mail me at the below address. I look forward to speaking with you in the near future.

Kind regards

[Enter your name]

[Enter your email address]

