From,  
ABC Appliances  
CITY  
STATE.

DATE

To,  
NAME  
POSITION  
ADDRESS  
CITY

Subject: sales proposal letter.

Dear Sir,

I am proud to introduce to you our company ABC Appliances and Applications. We have been in the business of the sale of electronic equipment and software for the last ten years. We are glad to inform you about the good quality and national reputation of our products and services. It will be our pleasure to provide you with our products at reasonable prices and cater to your technical needs.

Our new launch is an accounting system management system. This system has been designed by our competent engineers who have taken into consideration the needs of business firms operating today, including legal compatibility.

If you would like to purchase the applications, we are happy to provide you with a free demonstration. We are expecting a positive response.

Thanking You.

Sincerely,

\_\_\_\_\_\_\_\_\_\_\_  
NAME  
ABC Appliances and Applications.