**LETTER TEMPLATE**

**BUSINESS INTRODUCTION LETTER**

**[Your Name]**  
**[Name of Your Company]  
[Address of Your Company]  
[City, State, Zip Code]**  
  
**[Date]**  
  
**[Name of Recipient]  
[Job Role or Title]  
[Name of Company]  
[Address of Company]  
[City, State, Zip Code]**  
  
Subject: Introductory Letter  
  
Dear **[Name of Recipient**],

I am **[Your Name]**, **[Your Job Role or Title]** of **[Name of Your Company]** that is dedicated to providing absolute quality **[name of product or service]**. I am delighted to connect with you and introduce our exciting new line of **[name of product or service]** best suited for your [type of business or industry] business.

**[Name of Your Company]** has been in the **[type of business]** business for over [number] years now. Our notable clients include **[enter names of prominent clients in the business]**. Our **[product or service]** can only speak for itself and our growing number of clients are testament to the kind of service and quality we put into our end **[product or service]**.

Please give me a call at **[phone number]** or through **[email address]** so we can discuss further how we can conduct our business together.

Best regards,

**[Your Name and Signature]**

**CEO**

**[Name of Company]**