# Letter of Introduction to Clients

**<COMPANY >**<City>  
<Country>

Dear Mr. <Last Name>

We are excited to be able to introduce to you our new Sales Manager, Peter Ball. Peter joined Citro Construction Tools Company sales team on July 30, 2019. Peter is taking over your account from the previous Sales Manager, David Gone, who has moved on to take other challenges in the construction industry.

Peter has a truly exceptional experience in this industry. He brings with him a fantastic and well-rounded 15-year record in construction equipment maintenance, sales, and after-sales services experience. He spent the last four years as a construction supervisor, followed by five years in construction equipment sales. He has also worked as a customer service manager for the past six years. During his working experience, he had a chance of being an account manager for different companies including, your closest competitors. You will find few people who know the construction industry from all the main aspects like Peter Ball does.

In his previous role as a customer service manager, Peter won a national award for being the best customer service manager and a regional award for his excellent customer service in the county. In his new role, Peter is pleased to look after all your construction equipment needs. He has just completed the management orientation program and is now interested in having a face-to-face meeting with you and all of his key customers.

Accordingly, in his first step as a sales manager familiarization process, he would like to have an hour with you so that you can discuss your construction needs and concerns. At the same time, he would also like to take this opportunity to briefly review Citro Construction Tools Company’s latest products and services offerings. Recently, we have launched new products on the market, and we believe that they can be a solution to most of your needs. Enclosed with this email, there is a brochure which has information on the various latest products.

To set up a meeting that will be convenient for you, we suggest he calls your office by the end of the business day on Tuesday. It’s our hope that we will be able to have a meeting at your office before the end of the week. As your new Citro Construction Tools Company account representative, I believe that his major concern is how our company can better serve you. You have been our loyal customer for many years, and we intend to continue offering the best services possible. Therefore, we take this proposed meeting with you with great importance that it deserves.

If you think that you have an immediate concern on your needs, he would be pleased to discuss such concerns or questions you may have before the meeting. Please feel free to call him at 999-3465. He would welcome the opportunity to talk to you at any time during the workday, and we look forward to hearing from you.

Respectfully  
<Your Name>

<Job Position>