[Senders Name]

[Address line 1]

[Address line 2]

[State, ZIP Code]

Letter #1: Introduction Letter of a Product or Service

[Letter Date]

[Recipients Name]

[Address line 1]

[Address line 2]

[State, ZIP Code]

[Subject: Normally bold, summarizes the intention of the letter] -Optional-

Dear [Recipients Name],

We have all waited anxiously for the new plasma screen televisions to arrive…and they have!

Our technical crew will be installing the first one overnight Saturday which will allow us to begin sales at opening Sunday.

We will be holding a quick training Sunday morning at 8am for all sales staff. You will be taught the amazing features of this new product and how best to demonstrate them to the customer. Although this television will sell itself, we want you to be prepared for the questions our customers will undoubtedly have.

This television has been reviewed and rated as the top new system of the year by Electronics Magazine. The commission off of one of these is quite nice. In fact, the company has decided to sweeten the deal for our sales force. Whichever salesperson who sells the most will not only receive their regular commission but an all expense paid weekend trip for a family of four to New York City. Are you ready to sell yet?

Make every effort to attend Sunday's meeting. More knowledge of the system will only benefit your ability to do your job well.

Sincerely,

[Senders Name]

[Senders Title] -Optional-

[Enclosures: number] -Optional-

cc: [Name of copy recipient] -Optional-