

Samples of Supplier Letters of Recommendation for MHEDA's MVP Program



SAMPLE 1

Dear Kathryn:

It is with great pleasure that I recommend COMPANY as a recipient of the Material Handling Equipment Distributor's Association's "Most Valuable Partner" status. COMPANY has been a valuable integration partner for our company, OEM COMPANY NAME, since 1969! I have personally been with COMPANY and had the privilege to work directly with many of the fine people at COMPANY for over twenty years.

{ Author goes on to describe details of working relationship }

Signed by supplier

SAMPLE 2

Dear Kathy,

Please accept this letter as my personal and professional endorsement of COMPANY as an outstanding business partner to OEM COMPANY NAME as they seek to attain 'MVP' status with MHEDA.

Since my earliest involvement with (individuals at Member Company), I have found their company to be world class in many ways. Their representation of OEM COMPANY NAME products to our mutual customer base has always been fair, courteous and above all, professional in every respect.

COMPANY's partnership with OEM COMPANY NAME is exemplary of the model to which we would like all dealers to aspire.

Signed by supplier

SAMPLE 3

It is with great pleasure that I have the opportunity to recommend COMPANY for your MVP Recognition Program. COMPANY has earned our Dealer of Excellence award for the last (10) out of (12) years which is the highest recognition level we award a dealer. Qualifications for this award address such areas as:

- Market share achievement on new units
- Customer satisfaction rating
- Aftermarket sales excellence
- Sales development skills
- Employee Development Program
- Dealership management
- Dealership profitability

COMPANY has consistently achieved positive results for both OEM COMPANY NAME along with recognition from our collective customer base of bringing a high level of value to our end user customers.

Signed by supplier