

[Your Company Name]
[Your Company Address]
[Company Contact Information]

[Date of Letter]

[Contact Name]
[Contact Title]
[Contact Address]

Dear [First Name Last Name],

[Include a personalized compliment]

We understand companies like yours often [define pain point]. Which is why, in the past year we've worked with [similar companies] to help them [clearly describe your value proposition] and was thinking we might be able to do the same for you as well.

I don't know if this is an issue for you, but if it is, I would like to have a more in depth discussion. I've included [supporting information about you, your product or your service or description of your samples] for your reference. You can also learn more about us at our website at [website link].

Regards,

[Your Name]

[Your Title]
[Your Company Name]
[Your Contact Details]

CC: [Names of contacts at your company who can help answer questions]