YOUR CONTACT INFORMATION

(ADDRESS/PHONE NUMBER/E-MAIL ADDRESS)

RECIPIENT'S CONTACT INFORMATION

(ADDRESS/PHONE NUMBER/E-MAIL ADDRESS)

DATE

Dear Mr. or Mrs. \_\_\_\_\_\_\_\_\_\_\_,

Are you interested in cutting the costs of your company by 50 percent? (OR USE ANOTHER APPLICABLE FACT THAT WOULD GRAB THE RECIPIENT'S ATTENTION) Our product has done just that for several companies and we can do the same thing for you! Our proven track record speaks for itself. (ADD IN ANY OTHER FACTS THAT HELP SELL YOUR PRODUCT).

We promise to review your current system and determine how it can be improved. We will then give you advice on how to improve your overall processes. We have helped companies cut down on printing and stationary costs, etc. (LIST RELAVENT SPECIFICS). Our product can help save you time, money and headaches!

The enclosed proposal shows what we can do to help you along the way. The business proposal includes details of what we have done to help many clients. You will also find examples of the work we have done for other companies similar to yours.

I will call you soon to discuss the possibility of us working together. I am confident we can come up with a plan that will save you money.

Sincerely,

YOUR NAME