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Sample sales letter – business service

Note: the client's information has been removed from this letter for confidentiality.

Dear Mr. Smith:

Do you know the most effective way to grow your business?

It's no secret that making new connections is vital to success. That's why, like me, you're a member of the American Chamber of Commerce.

But building a solid network of business connections takes time. Time you've already committed to running your business, pursuing opportunities, and staying competitive in an ever-tougher market.

I can help. I'm [*client name*], CEO of [*company*], the leading management consultancy and business accelerator dedicated to building strategic alliances between U.S. and European companies.

Since 2008, we've helped business leaders like you build an unrivaled network of connections. Because we're headquartered in Washington D.C., where crucial policies and decisions are made, we're strategically positioned to introduce our European clients to vibrant new opportunities.

Our privileged access gives our clients an early-mover advantage. We can help your company break through to new markets, and put you on track for long-term growth.

We'll also optimize your competitive edge with crucial insights on sales, marketing, sourcing, and distribution openings in the U.S. and overseas.

What does this mean for your company?

Simply stated, [*company*] will accelerate your business. We'll open new horizons for you, empower you to become more efficient, and help you achieve global growth.

Let's connect. I'd love to hear from you personally, to discover more about what you do -- and

find out how I can help your business achieve more. Please call me at [*phone number*], or email me at [*email address*].

Sincerely,

[*signature*]

P.S. I'd like to show you how [*company*] can expand your network of strategic alliances and accelerate your business. For a confidential consultation, contact me today at [*contact info*].

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