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February 14, 1992

John Doe  
ABC Company  
123 Easy Street  
Anytown, CO 80000

Dear John:

At the completion of our study for ABC Company, I am proud to present you with this proposal. Its conclusions offer several ways your company can increase its profits, reduce its operating expenses, improve its high standards of client services, and increase management efficiencies. I'm sure that it will meet your expectations.

I would like to take the opportunity to thank you for the assistance given me during the study. The information provided has enabled me to develop a recommendation tailored to ABC Company.

The opportunities outlined in this proposal can help your company meet its key business objectives of the coming year. We hope that you will be pleased with our recommendation and view this proposal as a unique opportunity for ABC Company and XYZ Company.

Beyond this information, however, I want to offer you my personal commitment to service your account and to work closely with you to ensure that our promises are kept and that XYZ Company meets your needs as your business grows.

Sincerely,

David A. Works  
Marketing Representative