

<today>

<company.organization>

<company.address1.>

<company.city>,<company.state> <company.zip>

<salutation>

Our company is growing and in the process personnel are occasionally being shifted and reassigned.

We would like to take this opportunity to introduce the new salesperson for your area to you. <sales persons name> brings with <him/her> an outstanding record of knowledge, experience, and service. We expect that this can only serve improve and expand the high quality of products and service you have already come to expect from our firm.

You may place as much confidence in <him/her> as you have previously in our other salespersons and trust that this change in personnel will benefit both our firms in the future of our relationship.

Sincerely yours,

<name>