

<today>

<company.organization>
<company.address1.>
<company.city>, <company.state> <company.zip>

<salutation>

We would like to take this opportunity to introduce <name> to you and your firm. <name> is our new sales person for your area, and comes to us with an extensive background in <category> sales. We expect that <his/her> expertise and knowledge will greatly enrich and assist both of our companies in the future.

Please address all your future sales enquiries directly to <name>. We look forward to your continued business as a valued customer.

Sincerely,

<name>