

<today>

<company.organization>

<company.address1.>

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

<salutation>

I would like to take this opportunity to introduce myself <name> to you and your firm. I am the new sales person for your area, and come to <company name> with an extensive background in <category> sales. I expect that my expertise and knowledge will greatly enrich and assist both of our companies in the future.

Please address all your future sales inquiries directly to me,<name>. I look forward to serving you, a valued customer, and to receive your continued orders.

Sincerely,

<name>

□