

<today>

<company.organization>

<company.address1.>

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

<salutation>

It has been my experience that a frank discussion of any problem is the quickest and best route to a satisfactory solution.

Our problem right now is that we have not been getting your business, and I am greatly interested in finding out why. After all, we are dependent on firms like yours to distribute our products, if we are to retain the place we enjoy in the field of competition today.

We want your business; we need your business; and if there is any complaint, be it a matter of service, policy, or quality of product, we want to know what it is so that we can make an honest effort to correct it to your satisfaction.

I would appreciate a personal note from you stating frankly why you are not buying our products, and what we can do to make you want to buy them.

Yours very truly,

<name>