

[DATE]

[ADDRESSEE]
[COMPANY]
[ADDRESS]
[CITY], [STATE], [ZIP]

Dear [NAME]:

It was great meeting you at [PLACE] last week. I appreciate the opportunity to fill your needs. I trust you'll be as pleased with this product as you have been with the products you have purchased through me in the past.

At our meeting you mentioned that you run into a good number of small-business owners in your business dealings. If you think it is appropriate, I would welcome the opportunity to furnish these people with the same quality of service that my colleagues and I at [YOUR COMPANY] have supplied you.

As I mentioned to you, [YOUR COMPANY] has been getting more and more into the area of [PRODUCT, SERVICE]. Would you consider thinking of a few business owners you know who could use my services?

I'll call you next week to see if you'd be willing to refer me to these people. A referral from you would go a long way in opening new doors for me and my colleagues.

I look forward to talking to you next week.

Best regards,

YOUR NAME
YOUR TITLE