

[DATE]

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

Dear [NAME]:

We're pleased to welcome you as a new client and want to take this opportunity to thank you for your selection of [YOUR COMPANY] to handle all of your [SERVICE] needs. You have chosen a firm that is committed to providing you with excellent service and superior professional support.

We have assigned [REP] as your personal sales representative. Of course, [REP] will work closely with our entire staff of specialists to ensure that you receive the best guidance on all matters.

Our firm specializes in [SERVICE] to help you and your company prosper. We address your future potential, as well as assess your past performance. What's more, we provide ancillary services that can be vital to your success, such as [EXAMPLES].

As a client of [YOUR COMPANY], you will receive [BENEFITS].

[REP] will be calling on you shortly to arrange an initial appointment. Should you have any further questions on any or all of our services, please do not hesitate to call me.

Again, welcome to [YOUR COMPANY].

Sincerely,

YOUR NAME
YOUR TITLE