When you want to offer a business deal with another businessperson, you need to write a proposal cover letter. Writing a proposal cover letter to your potential business partner is an etiquette that respects everybody involved in the business. The major aim of the proposal cover letter is to introduce the proposal and to urge someone to do something. Here is a sample proposal cover letter that will serve as perfect guide.

July 12, 2005

Dear Mr. Samuel Evans:

We welcome you to be a partner with our company's project to enhance our business marketing. In the course of our search for the perfect potential business partner, we arrived to be finally deciding to ask you to be part of our team.

Advertising equipments from our existing materials will be merged with your talents and potentials so that we will come up to an effective advertising strategy. Moreover, the personnel we have will also be combined; this will open up more job opportunities for the potential employees available in the market.

Attached is a well-explained strategy for our proposal. We are open for an appointment to discuss you further about our proposal. I am looking forward to your response.

Respectfully,

Jane Parker

Executive Director

KSJ Pharmaceutical Company