Dear Mr. Samuel Grayson,

The reason for this letter is to introduce to you my company and the products and services which we are offering. From our records, we have found out that you have made use of many of the products we are offering and I am sure you will be interested to know them.

We are a leading provider of such products in your area of operation. We conduct ourselves not just as providers but as partners of companies we service as well. We feel that this will greatly enhance the achievement of our common goals and objectives. We have the reputation of being honest and fair with our customers and we have every intention of doing the same with you.

The quality of our products is unmatched anywhere in the country and we are all ready to assist you in any way we can. I will be happy to give you a demonstration at a time of your choosing.

Thank you

Respectfully,

Mike Kent