

[YOUR NAME / COMPANY NAME]

[Address Line 1] · [Address Line 2]

[Phone] · [Email]

[DATE]

[Recipient Name]

[Title]

[Company Name]

[Address]

Subject: Introducing [YOUR COMPANY NAME] — [ONE-LINE VALUE PROPOSITION]

Dear [Recipient Name],

I am writing to introduce [YOUR COMPANY NAME], a [WHAT YOU ARE — e.g. logistics provider, software studio, training institute] based in [LOCATION], serving clients in [INDUSTRY / REGION] since [YEAR].

We specialise in [TWO OR THREE CORE SERVICES], and we are known for [YOUR DIFFERENTIATOR — speed, price, quality, certification, niche expertise]. Clients such as [CLIENT EXAMPLES OR TYPES] rely on us for [OUTCOME YOU DELIVER].

I believe there may be a strong fit with [RECIPIENT COMPANY], particularly around [SPECIFIC AREA WHERE YOU COULD HELP THEM — show you have done your homework].

I would welcome the chance to introduce ourselves properly — a brief call or meeting at your convenience. I will follow up next week, or you can reach me directly at [PHONE / EMAIL]. Our company profile is enclosed for your reference.

Yours sincerely,

[Your Name]

[Job Title]

[Company Name]

[Website] · [Phone]