[DATE]

Contact Name

Address

Address 2

City, Province

Postal Code

**RE: A MUTUAL FRIEND SUGGESTED THAT I CONTACT YOU**

Dear [CONTACT NAME],

[MUTUAL FRIEND] suggested that I get in touch with you regarding [TOPIC]. Our company deals in [COMPANY PRODUCTS/SERVICES] since [YEAR] and, we specialise in [COMPANY SPECIALTIES].

With the proper [COMPANY PRODUCTS/SERVICES] you can reduce costs and increase productivity by as much as [%]. Many of our customers find that our [PRODUCTS or SERVICES]can pay for themselves within three to six months. We offer free consulting to help you in your decision-making process.

We invite you to visit our [WEBSITE or SHOWROOM]. I’ll give you a call early next week to talk further on how we can help you achieve your goals.

Kind Regards,

[YOUR NAME]

[YOUR TITLE]

[YOUR PHONE NUMBER]

[YOUREMAIL@YOURCOMPANY.COM]