[DATE]

Contact Name

Address

Address2

City,

State/Province

Zip/Postal Code

**RE: LET ME INTRODUCE MYSELF AS YOUR NEW SALES REP**

Dear [CONTACT NAME],

I would like to introduce myself as your new sales representative at [COMPANY].

As you know, [COMPANY] has long been known for excellent service and attention to detail. To make sure that customer needs are being met, representatives like myself are continually updated and trained on new products and services that can help you. We are committed to giving you the kind of service you need and expect.

[COMPANY] has been listening to what our customers have to say. We have just added three products that have been asked for. I will be in your area next week and would like to stop by to say hello and show these new products to you. Would [DAY,DATE,TIME] be convenient for you?

Kind Regards,

[YOUR NAME]

[YOUR TITLE]

[YOUR PHONE NUMBER]

[YOUREMAIL@YOURCOMPANY.COM]