According to a recent study from [SPECIFY], companies that have used [YOUR PRODUCTS/SERVICES] have improved [LIST BENEFITS] and seen their incomes increase by an average of 15%.

[DATE]

Contact Name

Address

Address2

City,

Province

Postal Code

**RE: WHAT [YOUR COMPANY] CAN DO FOR [YOUR CLIENT]**

Dear [CONTACT NAME],

[YOUR COMPANY] has been developing [YOUR PRODUCTS/SERVICES] since [YEAR] and we recognise you have extensive expertise in [YOUR SPECIALITIES]. Having based ourselves on the features demanded by large companies, we have created innovative, user-friendly applications that are now available to small and medium-sized companies.

Our keen knowledge of the [SPECIFY] industry has helped us develop solutions that answer the needs of today's clients. These solutions allow you to:

* Increase Productivity
* Reduce Operating Costs
* Increase Customer Satisfaction

Furthermore, we have recently received the [AWARD] from [ORGANISATION], publishers of such magazines as [PUBLICATIONS].

Following our phone conversation today, please take a few minutes to read the enclosed documents. It sets out how [YOUR COMPANY]'s [YOUR PRODUCTS/SERVICES] can optimise your [DEPARTMENTS/PROCESSES]. I invite you to contact us today so that we can discuss in details how we can help you.

Thank you for the interest you have shown in [YOUR COMPANY].

Kind Regards,

[YOUR NAME]

[YOUR TITLE]

[YOUR PHONE NUMBER]

[YOUREMAIL@YOURCOMPANY.COM]

[IF SENT BY EMAIL YOU MAY INCLUDE THIS NOTICE]

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