[DATE]

Contact Name

Address

Address2

Town/City

County/ Province

Postal Code

**RE: NEW [AREA] SALES REPRESENTATIVE**

Dear [CONTACT NAME],

We have made some changes to our personnel so we can better serve our clients. As of [DATE], I am pleased to inform you that [NAME OF NEW SALES REPRESENTATIVE] is now representing this [COMPANY] in the area of [AREA].

[NEW SALES REP] is an experienced [SPECIFY] and is very much a professional you can trust. [NEW SALES REP] has, for quite a while, been handling our accounts in the area of [REGION] is very knowledgeable in the field of [SPECIFY].

Your new Sales Representative [NAME OF REP] is scheduled to visit your office on [DATE]. They will call you in the morning of [DATE] if that works for you. If there is any problem with that time, please let us know.

Thank you for being one of our most appreciated clients.

Sincerely,

[NAME]

[TITLE]

[CONTACT DETAILS]

[COMPANY EMAIL]