

Sales introduction letter/template

(Company name, address, date and your reference)

Dear Mr Smith

New Flash Bang Wallop (whatever) System/Solution/Concept

Flash Bang Wallop is according to (state quotable reputable endorsee) the best new (whatever) for the (state relevant application/territory/time).

(Or substitute some other bold statement of quality/effectiveness which can be supported with a reputable endorsee/user).

Leading companies such as (state quotable endorsees/users) now use Flash Bang Wallop, because they've achieved improvements of (state factual range) and/or savings of (state factual range).

For a cost equating to (show cost as per day, per user, and/or per team, etc) your staff/customers will (state key unique benefit).

The remarkable Flash Bang Wallop uses (briefly, method/difference/special quality) to:

significant specific relevant outcome - 1

significant specific relevant outcome - 2

significant specific relevant outcome - 3

significant specific relevant outcome - 4

significant specific relevant outcome - 5

To test Flash Bang Wallop's effectiveness in your organisation, you can arrange a free no-obligation trial now.

I'll call you soon, or please feel free to contact me to arrange it.

Yours sincerely,

(Signature, name, title.)