Sales Letter Introducing New Product or Service

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[Date]

[Recipients name]
[Title]
[Company]
[Mailing address]
[City, State, Zip code]

Dear [Courtesy Title – Mr./Ms./Dr., etc.] Last Name:

Have you been searching for a solution to [insert a relevant challenge that can be addressed by your company's new product or service]? If so, you're sure to be excited to learn about [XYZ Company]'s new [insert what new product or service is called]. This [insert appropriate descriptor] is designed to [explain how it addresses/solves the previously-listed challenge].

[Include a few sentences that goes into a bit of detail about features and benefits of the new product or service that will be relevant to the person who is receiving the letter.]

I would be happy to meet with you at your convenience to [discuss or demonstrate depending on the nature of the product or service] how [XYZ Company]' [insert what new product or service is called] can [insert appropriate solution-focused phrase based on the needs and interests of the recipient] for you.

If you're ready to learn more, please contact me at [insert phone number] or [insert email address]. I look forward to sharing information about how this great new [product or service] can make a real difference in your [fill in appropriate term].

Regards,

[Insert your full name], [Job title)