Sales Letter Introducing New Sales Rep

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[Date]

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

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

I'm reaching out to let you know that I am your new account representative with [XYZ Company]. I am excited to be assigned to your account and look forward to working with you to meet your needs for [insert particular types of products or services your company offers].

As your new [XYZ Company] account representative, I look forward to getting to know you and learn more about [XYZ Company] can assist your organization in accomplishing its goals and objectives.

I would appreciate an opportunity to speak with you directly to learn how I and [XYZ Company] can meet your needs most effectively. I would be happy to meet with you in person or by phone, depending on which option is most convenient for you.

I will contact you within the next week to schedule a time for us to meet at your convenience. In the meantime, please feel free to contact me if I can be of assistance to you. You may reach me at [insert phone number] or [insert email address]. I look forward to speaking with you soon.

Regards,

[Insert your full name], [Job title)