[Recipient name]
[Company name]
[Street Address]
[City], [State] [Zip Code]

[Insert date]

Dear [Insert recipient name]:

I am writing to introduce you to [name of person], who is your new account representative as of [insert date]. [He/she] has a strong background in [specify relevant background], which uniquely qualifies [him/her] to provide outstanding customer service to [insert recipient's company name]. I am very confident that you will be very pleased with the service [he/she] provides.

[In this part of the letter, give more information about the person's background and duties. Tell the reader about his or her previous employment or accomplishments, and what this person will be doing for the reader and the reader's business. Use a paragraph or two to outline this information.]

[In this section provide the reader with information about the new person's educational background and credentials, if applicable and relevant. This is your opportunity to indicate why the person is qualified to help the reader.]

[Insert name] will be reaching out to you within the next week to set up a time to speak with you [in person or by phone]. In the meantime, you can reach [him/her] at [insert contact information] with any questions or requests. [Insert name] and I look forward to continuing to provide excellent customer service to you and your organization. We greatly appreciate your business and continued support.

Sincerely,

[Signature]

[Your Name, Title]