

Introduction letter of mature product/service to large organization.

[INSERT DATE]

Mr John Smith

CIO

[ORGANISATION]

Dear John,

Improving [Describe benefits of your product] for [ORGANISATION]

I would like to speak with you about how we could assist [ORGANISATION] to improve [benefits], delivering greater efficiencies and reducing costs.

We have been successful at providing [your product/service] to clients for the past XX years. We would like to share how this approach would deliver increased [X] and reduce [Y] for [Organisation].

We assist a large group of organisations throughout Australia to [Describe their benefits]. Some of our clients include: [List 5-10 high profile customers].

We believe our [Insert approach] allows our clients to improve [Describe their benefits].

I look forward to speaking with you shortly to confirm a suitable time.

Sincerely

[Your Signature]

[Your Name]