TO

**[Receiver Name]**

**[Receiver Title]**

**ADDRESS: [Receiver Address]**

**EMAIL:** **[Email Address]**

**PHONE: [Home Phone]**

FROM

**[Sender Name]**

**[Sender Title]**

**Sub:** Sales letter

Dear Ms. Mary,

We are pleased to inform you about the launch of our new product. You are one of our valuable and important customers, and we are glad to introduce this to you.

We have launched a new brand of watches for both men and women. These watches are of high quality and are very durable and are water resistant. The battery of these watches never expires, they get charged up in the light. The designs are very elegant, which gives them a royal touch. The price is very affordable.

You are an essential customer, and we want to initiate you in our new venture also. We are sending you the images of the watches along with their specifications. If you are interested in our product, we can send some sample watches to your firm and can talk further about the contract.

Thank you for giving me your valuable time. Hope for better business and a positive response from your side.

Sincerely,

Kate Lincoln

Head Sales Manager,

RMT Production LTD.