TO

**[Receiver Name]**

**[Receiver Title]**

**ADDRESS:**  **[Receiver Address]**

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

**PHONE:** **[Home Phone]**

FROM

**[Sender Name]**

**[Sender Title]**

**Sub:** Formal Business Letter

Dear **[Name],**

Please excuse my writing to you unintroduced. I am a Salesman for **[Name]** and I noticed that the head office of your company has large windows which might benefit from our help.

**[Company Name]**  the leading provider of window cleaning services in **[Name]**. We are proud to offer the cleanest windows at the cheapest price in the whole city. I would like to invite you to try our services at a special introductory price.

I am prepared to offer **[#]** off our fee for **[#]** months’ worth of window cleaning. We are so confident that you will see a difference in the brightness of your windows that we offer a **[#]**% satisfaction money-back guarantee.

Do let me know if you are interested in taking advantage of this offer. I look forward to hearing from you soon.

Yours sincerely

**[Name]**