

## Prospective Customer Follow Up Letter

**This package contains:**

1. Instructions & Checklist for Prospective Customer Follow Up Letter
2. Prospective Customer Follow Up Letter

## Instructions & Checklist for Prospective Customer Follow Up Letter

- This package contains (1) Instructions & Checklist for Prospective Customer Follow Up Letter; and (2) Prospective Customer Follow Up Letter;
- This form is designed to assist you in drafting a follow up letter to a prospective customer.
- Be sure to sign the letter and to make a copy before sending it out.
- Bracketed instructions may be included on this form to assist you in completing it and should be removed before printing. Generally in Microsoft Word, you can click on the bracketed instruction and start typing.
- Sometimes these sample letters includes additional instructions and example wording which is indicated by being italicized and in brackets and looks like [*this is the sample text*]. This text in brackets need to be reworded and tailored for your particular situation and the example wording needs to be deleted.
- Since it is impossible to create sample letters that suit every particular situation, we tried to make these samples more universal. Feel free to change wording and to add or delete text to tailor it to your particular circumstances.
- These forms are not intended and are not a substitute for legal advice. These forms should only be a starting point for you and should not be used without consulting with an attorney first. An attorney should be consulted before negotiating any document with another party.
- The purchase and use of these forms, is subject to the Disclaimers and Terms of Use found at [findlegalforms.com](http://findlegalforms.com).

[Your Name]  
[Street Address]  
[City, State ZIP Code]  
[phone number - optional]  
[email address - optional]

May 19, 2009

[Name of Recipient]  
[Title]  
[Company Name]  
[Street Address]  
[City, State ZIP Code]

Dear [Name of Recipient]:

It was a pleasure to meet you and to find out more about your business needs. I appreciate being given the opportunity to explain the many benefits and features of [Product or Service] from [Company Name].

After talking with you, I am even more confident that we can help you make your business even more successful,

We receive a lot of positive feedback from our customers and wanted to share what some have said about [Product or Service]:

[Insert First Testimonial Quote]. [Name, Title, and Company]  
[Insert Second Testimonial Quote]. [Name, Title, and Company]  
[Insert Third Testimonial Quote]. [Name, Title, and Company]

As I mentioned during our conversation [Product or Service] offers many features and benefits, including:

[Insert First Feature and benefit]  
[Insert Second Feature and benefit]  
[Insert Third Feature and benefit]

I would love to tell you more about PRODUCT OR SERVICE and how it can benefit you and your business. I will call your office on [Date] to set an appointment at your earliest convenience.

Should you have any questions, please do not hesitate to contact me.

Sincerely,

[Your Name]

[Title if any or delete if none]