

New Business Introduction Letter Sample



Quality Solutions for a Secure Environment

To
Whom it may concern

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Our Reference	131002-STL-LOI
Date	2 nd October 2013

LETTER OF INTRODUCTION, COMPANY AND PRODUCT OVERVIEW

Dear Sir / Madam

Thank you for the opportunity and privilege to introduce the solutions and services offered by SecuriteLL.

COMPANY OVERVIEW

Brief History

SecuriteLL is owned by Samuel Izaac Lessing. Sam Lessing worked in the Telecommunications industry for over thirty years, of which twenty five were with Siemens Telecommunications (Pty) Ltd. I started as a technician and worked my way up to the Head of the Installation and Maintenance Division; from there I entered into the Sales and Project Management arena achieving positions such as Head Sales and Projects - Africa, Head of Projects and later Account Director for their Africa Business in which we achieved turnovers of up to four hundred million Rand per annum. In this period I played an integral role, as Head of Sales and Projects, in achieving three first in the world projects for Siemens Telecommunications and also at that time, the fastest GSM Start-Up Roll Out in the world, which was executed in Congo Brazzaville.

Strategically, I transferred to Siemens Building Technologies (Siemens Electronic Security Department in South Africa) for three and half years, with two years hands on experience and one and a half years as Head of Sales and Business Development. At this point I left Siemens and started SecuriteLL which has been in operation since October 2009.

View Sam Lessing's profile and reputation on LinkedIn: <http://za.linkedin.com/in/samlessing>.

Brief Company Overview

SecuriteLL predominantly supplies very sophisticated and reliable Perimeter Security Sensor and Surveillance Systems. We are currently the only distributor in Southern Africa for Ascendant's CCTV Systems which are imported from Canada and SecuriteLL's Perimeter Intrusion Detection Systems which are imported from Italy. In addition we are one of the few privileged companies allowed to supply the IMPI Perimeter Security Intrusion Detection / Monitoring System, which is not advertised at all due to the confidentiality of this system. IMPI was originally designed by the CSIR and later taken over privately and further developed for commercial use and is currently in use both locally and internationally. IMPI is manufactured in South Africa. A more detailed overview of these systems is available further in this document.

SecuriteLL started as a supplier and integrator of locally available high end Electronic Security Solutions and had very good results for a small start-up company, but on seeing a niche market for higher end security systems we changed strategy and started importing the above mentioned systems for re-sale to integrators only, with the intention of empowering smaller security companies to become independent commercially viable enterprises. This turned out to be a bit of an illusion of grandeur, and after two years of following our

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Progressive Business Forum
Member



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New Business Introduction Letter Sample

Starting a new business is an exciting venture filled with opportunities and challenges. To effectively introduce your business to potential clients, partners, or stakeholders, a well-crafted business introduction letter can make a significant difference. This letter serves as an essential communication tool that not only introduces your business but also establishes your brand's identity, showcases your offerings, and invites collaboration or engagement. In this article, we will explore the components of a compelling business introduction letter, provide a sample letter, and offer tips for creating an effective introduction.

Understanding the Purpose of a Business Introduction Letter

A business introduction letter is a formal communication that can serve various purposes:

1. **Introducing Your Business:** It provides an opportunity to present your new business to potential clients or partners.
2. **Building Relationships:** A well-written letter can help you establish rapport and build relationships with stakeholders.
3. **Marketing Your Products or Services:** It allows you to showcase what your business offers and how it can benefit the recipient.
4. **Networking:** It can be a tool for expanding your professional network and seeking collaboration opportunities.

Key Components of a Business Introduction Letter

To effectively communicate your message, your business introduction letter should include several key components:

1. Your Business Information

Start by including your business name, address, phone number, and email at the top of the letter. This information is essential for the recipient to know who you are and how to contact you.

2. Date

Include the date on which you are sending the letter. This helps establish a timeline and shows professionalism.

3. Recipient's Information

Below the date, include the recipient's name, title, company name, and address. Personalizing the letter by addressing it to a specific individual can make a positive impression.

4. Salutation

Use a formal salutation, such as "Dear [Recipient's Name]," to establish a respectful tone.

5. Introduction Paragraph

In the introductory paragraph, clearly state the purpose of the letter. Mention your business name and provide a brief overview of what your business does.

6. Body Paragraphs

In the body of the letter, elaborate on your offerings, unique selling propositions, and how your business can address the needs of the recipient. This section should be informative yet concise.

7. Call to Action

Encourage the recipient to take action, whether it's scheduling a meeting, visiting your website, or trying your services. A clear call to action can motivate the recipient to engage with your business.

8. Closing

Conclude the letter with a polite closing statement, such as "Sincerely" or "Best regards," followed by your name and title.

9. Signature

If you're sending a printed letter, leave space for your signature above your typed name.

Sample Business Introduction Letter

Below is a sample business introduction letter to illustrate the components discussed above:

[Your Business Name]
[Your Business Address]
[City, State, Zip Code]
[Email Address]
[Phone Number]

[Date]

[Recipient's Name]
[Recipient's Title]
[Recipient's Company Name]
[Recipient's Company Address]
[City, State, Zip Code]

Dear [Recipient's Name],

I hope this message finds you well. My name is [Your Name], and I am the [Your Title] of [Your Business Name]. We are excited to introduce our new venture to you and your esteemed organization. At [Your Business Name], we specialize in [briefly describe your products or services]. Our goal is to [state your mission or objective].

Since our inception in [Year], we have been committed to delivering high-quality [products/services] that cater to the needs of [target audience]. What sets us apart from our competitors is [highlight your unique selling propositions or key differentiators]. We believe that our innovative approach and dedication to customer satisfaction will enable us to contribute positively to [Recipient's Company Name].

We would love the opportunity to discuss how our offerings can align with your business objectives. We are confident that our [specific product/service] can benefit your organization by [mention specific advantages or solutions your product/service offers].

I would be delighted to arrange a meeting at your convenience to further discuss our collaboration possibilities. Please feel free to reach out to me directly at [Your Phone Number] or [Your Email Address]. You can also visit our website at [Your Website URL] for more information about our offerings.

Thank you for taking the time to consider our introduction. We look forward to the possibility of working together.

Sincerely,
[Your Signature (if printed)]
[Your Name]
[Your Title]
[Your Business Name]

Tips for Writing an Effective Business Introduction Letter

To maximize the impact of your business introduction letter, consider the following tips:

1. Keep It Concise

Aim for brevity while ensuring that you convey all essential information. A well-structured letter should ideally be one page long.

2. Use Professional Language

Maintain a formal tone throughout your letter. Avoid jargon or overly casual language that may detract from your professionalism.

3. Personalize Your Letter

Whenever possible, customize the letter for the recipient. Mentioning their name and referencing their company shows that you've done your research and care about the relationship.

4. Proofread and Edit

Before sending your letter, carefully proofread it to eliminate any grammatical errors or typos. A polished letter reflects attention to detail and professionalism.

5. Follow Up

If you don't receive a response within a week or two, consider following up with a polite email or phone call. This demonstrates your commitment and interest in building a relationship.

Conclusion

A well-crafted business introduction letter is an invaluable tool for launching your new business and fostering connections. By effectively

communicating your brand's identity, offerings, and value proposition, you can create a lasting impression on potential clients and partners. Remember to personalize your letters, keep them concise, and follow up to maximize your chances of success. With the right approach, your business introduction letter can pave the way for fruitful collaborations and growth opportunities.

Frequently Asked Questions

What is a new business introduction letter?

A new business introduction letter is a formal document that introduces a new business to potential clients, partners, or stakeholders, outlining the services or products offered and the value they provide.

What key elements should be included in a new business introduction letter?

Key elements should include a clear introduction of the business, a description of products or services, the unique selling proposition, contact information, and a call to action.

How can I make my new business introduction letter stand out?

To make your letter stand out, use a professional format, personalize it for the recipient, highlight unique aspects of your business, and include testimonials or success stories if available.

Is it important to include my business's mission statement in the introduction letter?

Yes, including your business's mission statement can help convey your values and vision, allowing potential clients or partners to understand what drives your business.

What tone should I use in a new business introduction letter?

The tone should be professional yet approachable. It should reflect your brand's personality while being respectful and clear in communication.

Are there templates available for writing a new business introduction letter?

Yes, there are many templates available online that can guide you in writing a new business introduction letter, providing structure and examples to help you craft your own.

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Discover a powerful new business introduction letter sample that can elevate your networking game. Learn how to make a lasting impression today!

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