

Referral Introduction Template

Subject: Introduction from [Referrer's Name] - [Your Company Name]

Dear [Recipient's Name],

I hope this letter finds you well. [Referrer's Name] from [Referrer's Company] suggested I reach out to you regarding potential collaboration between our companies.

[Referrer's Name] mentioned that [Their Company Name] is currently [specific situation/need], which aligns perfectly with our capabilities at [Your Company Name]. We have successfully helped companies like [similar client example] achieve [specific results].

Our approach focuses on [unique value proposition], and we pride ourselves on [company strength]. Given [specific reason why you're a good fit], I believe we could provide significant value to your organization.

I would welcome the opportunity to discuss your current [relevant area] initiatives and explore how we might be able to support your goals. Please let me know if you would be interested in a brief conversation.

Thank you for your time, and please give my regards to [Referrer's Name].

Warm regards,

[Your Name]

[Your Title]

[Your Company Name]

[Contact Information]

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