

Warm welcome for new business relationships

Subject: Welcome & Thank You for Your First Order!

Dear [Customer Name],

What an exciting day for us! We just received your first purchase order #[Order Number], and I wanted to personally reach out to welcome you to the [Company Name] family.

Starting a new business relationship is always special, and we're genuinely thrilled that you've chosen us for [product/service description]. As a first-time customer, you can expect nothing but our absolute best – from product quality to customer service and everything in between.

Your order is already in our system, and our team is treating it with extra care. We've assigned [Customer Service Representative Name] as your dedicated contact person who will guide you through this process and be available for any questions you might have.

We know you had choices, and the fact that you selected us means the world to our team. We're committed to making this first experience so positive that it becomes the foundation for many successful transactions to come.

Welcome aboard, and thank you for giving us the opportunity to serve you!

Warmly,

[Your Name]

[Title]

[Company Name]

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