

BUSINESS PROMOTION LETTER

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Introduction

The Business Promotion Letter is written for the purpose of interacting with business clients as well as to promote the latest product offerings of the organization. The letter should be formal and must include details about the discussion concerned. All the details mentioned in the letter must be true.

Business Promotion Letter Tips

Tips of writing the Business Promotion Letter:

- The letter should be addressed to the appropriate person
- The letter must be written in a concise manner and must not be too lengthy
- The letter must have a formal tone and should be able to promote the business to a prospective or existing client
- The letter must include all details which might influence the decision of the party it is addressed to.

Sample Business Promotion Letter

From,

Date: _____ (Date on Which Letter is Written)

To Mahender Singh Dhoni

Subject: Business Promotion Letter

22nd August, 2013

Sir,

We at Komalika Automation have been in the automation industry for ten years. We specialize in electrical automation of Hotels and Malls and have made installation in 38 different facilities (Annexure I). We strictly adhere to ISO/IEC 14908-1 standards and have set benchmarks in the industry for our quality of work.

We are interested in working on your ambitious Skyline View Hotel project. We feel that we can provide the necessary expertise and experience required to execute automation on such a big project.

We want to work with a company which shares our values of pushing the boundaries while maintaining high quality standards.

We look forward to meeting you for the same and taking our discussion forward.

Thanking you,

With Regards

Jonanathan Smith

Marketing Lead

Komalika Automation

Business Promotion Letter Template

From,

Date: _____ (Date on Which Letter is Written)

To Mahender Singh Dhoni

Subject: Business Promotion Letter

22nd August, 2013

We at _____ (Name of the organization) have been in the _____ (Name of the industry) industry for ten years. We specialize in _____ (A brief detail of the work that the company is doing). We strictly adhere to _____ (details of quality standards) standards and have set benchmarks in the industry for our quality of work.

We are interested in working on your ambitious ____ (Project details of the concerned organization).
We feel that we can provide the necessary expertise and experience required to execute automation on such a big project.

We want to work with a company which shares our values of pushing the boundaries while maintaining high quality standards.

We look forward to meeting you for the same and taking our discussion forward.

Thanking you,

With Regards

----- (Name of the issuer)

----- (Designation of the issuer)

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