

[Your Name]
[Your Title]
[Your Company Name]
[Your Phone Number]
[Your Email]

[Date]

[Recipient Name]
[Recipient Title]
[Recipient Company]
[Recipient Address]

Dear [Recipient Name],

It was a pleasure meeting you at [Trade Show Name] on [Date]. I enjoyed our conversation regarding [Specific Topic Discussed] and learning more about your current initiatives at [Recipient Company].

As we discussed, [Your Company Name] specializes in helping businesses like yours solve [Primary Pain Point]. Based on our brief talk, I believe our [Product/Service Name] aligns perfectly with your goals for [Current Quarter/Year], specifically in improving your [Specific Metric or Process].

I have attached the [Document Name, e.g., Case Study/Product Brief] we spoke about. It provides a detailed overview of how we helped a similar client achieve a [Percentage/Result] increase in their efficiency.

I would appreciate the opportunity to schedule a brief 10-minute discovery call next week to see if a partnership makes sense. Are you available on [Day] at [Time]?

I look forward to hearing from you.

Best regards,

[Your Signature]

[Your Printed Name]