

[Your Full Name]
[Your Title/Company]
[Email Address]
[Phone Number]
[Date]

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

Subject: Partnership Referral: [Referrer Name] / [Your Company Name]

Dear [Recipient Name],

[Referrer Name] suggested I reach out to you regarding potential synergies between our organizations. Given your expertise in [Recipient's Industry/Niche], I believe there is a significant opportunity for a strategic sourcing partnership.

Currently, [Your Company Name] specializes in [Core Competency/Global Sourcing Strength]. We are looking to expand our network of reliable partners who can help navigate [Specific Market or Product Category]. Our track record includes [Brief Metric or Achievement], and we are eager to bring this same level of value to a collaborative relationship with you.

I have attached a brief overview of our current sourcing capabilities and supply chain reach. I would appreciate the opportunity to schedule a brief introductory call to discuss how we might mutually benefit from a formal referral or sourcing arrangement.

Are you available for a 15-minute conversation on [Proposed Day] or [Proposed Day] at [Proposed Time]?

I look forward to hearing from you.

Best regards,

[Your Signature]

[Your Printed Name]