

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

[Date]

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

Dear [Recipient Last Name],

I am reaching out to you at the suggestion of [Referral Name] from [Referral's Company/Context], who mentioned that [Retail Company Name] might be looking to expand its vendor network within the [Product Category] sector.

As a specialist in [Specific Product/Service Type], I have closely followed [Retail Company Name]'s commitment to [Brand Value, e.g., sustainability/quality/innovation]. Our current inventory and distribution capabilities align specifically with your requirements for [Mention specific retail need or seasonal demand]. Currently, we support partners by providing:

- [Key Benefit 1: e.g., Competitive wholesale margins]
- [Key Benefit 2: e.g., Reliable lead times and logistics]
- [Key Benefit 3: e.g., Exclusive product lines]

I would appreciate the opportunity to briefly introduce our catalog and discuss how our products can contribute to your category growth. Are you available for a brief introductory call or a showroom visit on [Date/Time]?

Thank you for your time and for the work you do at [Retail Company Name]. I look forward to the possibility of collaborating.

Best regards,

[Your Signature]

[Your Printed Name]