

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

[Date]

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

Dear *[Recipient Name]*,

I am reaching out to you at the suggestion of *[Referral Name]* from *[Referral's Company/Context]*, who mentioned that *[Recipient Company]* might be looking to enhance its *[Specific Business Area/Function]*.

Currently, I am leading business development at *[Your Company]*, where we specialize in *[Core Service/Value Proposition]*. Having worked closely with *[Referral Name]* on *[Brief Mention of Previous Success/Project]*, they believed our approach to *[Specific Problem]* would align well with your current strategic goals.

Specifically, we help organizations in the *[Industry Name]* sector to:

- *[Key Benefit 1]*
- *[Key Benefit 2]*
- *[Key Benefit 3]*

I would appreciate the opportunity to briefly introduce our capabilities and learn more about your objectives for the upcoming quarter. Are you available for a brief 15-minute introductory call on *[Proposed Day]* or *[Alternative Day]*?

I have attached a brief overview of our recent work for your review.

Best regards,

[Your Signature]
[Your Printed Name]