

[Your Name]
[Your Title]
[Your Company Name]
[Date]

Dear *[Recipient Name]*,

I am writing to you at the suggestion of *[Referral Name]* from *[Referral's Organization]*, who mentioned that *[Recipient Company Name]* is currently exploring ways to optimize *[Specific Business Process/Pain Point]*.

At *[Your Company Name]*, we specialize in software solutions that specifically address *[Industry Challenge]*. Our platform has recently helped partners similar to you achieve *[Key Metric/Benefit, e.g., 30% increase in efficiency]* by automating *[Specific Function]*.

Given your current focus on *[Recipient's Current Project or Goal]*, I believe our technology could provide significant strategic value. I have attached a brief overview of how our implementation helped *[Similar Client]* resolve their *[Specific Issue]*.

Would you be open to a brief 10-minute introductory call next *[Day of Week]* to discuss if our solutions align with your business development objectives for this quarter?

I look forward to hearing from you.

Best regards,

[Your Name]
[Your Phone Number]
[Your Email Address]