

[Print on

insert Address]

<<Contact Name>>  
<<Trading/Company Name>>  
<<Address>>  
<<Address>>  
<<Post Code>>

<<Date>>

Dear <<SIR/MADAM>>,

We are sorry to hear that the order for <<Product Name>> had gone to <<Other Company>>.

Whilst we appreciate that price is an important factor in choosing a supplier we are sure you will still be maintaining the high standards of your company demands.

As you have always found the quality of our products more than satisfactory we are working hard to see what we can do to make our prices more attractive.

With that in mind we hope we can continue to do business with you in the future and look forward to the next opportunity.

Yours sincerely,

<<Name>>  
<<Title>>

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