

[Print on

insert Address]

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

<<Date>>

Dear <<SIR/MADAM>>,

In <<relevant date>> we provided (<<relevant company>> <<describe product or service>>).

We trust that you are satisfied.

As part of our follow-up service we would like to introduce you to our new/extended <<product range/services/upgrades/maintenance>>.

We have taken the opportunity of this letter to draw your attention to our new/extended <<product range/services/upgrades/maintenance>> specification details/contract etc.>> for your attention. Special features that you include <<describe>> and the particular benefits to you would be <<describe>>.

Please call should you have any questions or require further information. We look forward to hearing from you.

Yours sincerely,

<<Name>>  
<<Title>>

Encl. Maintenance contract.

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