

Your Company Name
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To:

Mr. Peter Coleman, CEO
Receiver Company,
Carmichael Street.
Dallas, Texas 75248

March 1, 2018

Dear Mr. Coleman,

We at XYZ Company are thrilled to have the opportunity to submit a proposal to help your company significantly lower its marketing costs. In the accompanying business proposal, we have outlined how we can help your company transform from simply trying to acquire new clients to a powerful new dual approach that will help you increase the retention of your existing customers by over 80% while at the same time targeting and acquiring new clients at a client acquisition cost that is 30% lower than you are spending now.

After a thorough analysis of your end-to-end marketing and sales process, we found that by incorporating our proprietary Dual Approach marketing System, we can help your company:

- Increase brand awareness**
- Enhance and leverage word of mouth marketing**
- Increase your marketing ROI by at least 40%**
- Streamline your pre-sales and post-sales process**
- Target new client segments, including an untapped local client base, and lower your new client acquisition costs by over 30%**

By using this novel marketing and sales system, your company can increase revenues by almost 40% and create an optimal environment for the marketing of your future products.

The enclosed proposal includes in-depth information detailing how we have helped other companies in your space achieve their branding and marketing goals. You will also find examples of work we have done within your sector.

Call us at (123) 555-1234 if you have any questions or require further information. We are confident that we can create a personalized plan that suits the requirements of your company.

Sincerely,

Susan Davis