



Letter to Introduce Business

INSTRUCTIONS: Type this content onto your business' letterhead and make out to your POC. Be sure to replace all the [Brackets] with your information. Print, sign and mail this letter to the address that receives requests.

[POC]
[POC Company/Agency]
[POC Address]
[POC City, State, Zip Code]

Dear [Mr./Ms./Mrs. POC Name],

I'm writing to introduce [Company Name], a small business that currently is pursuing [GSA, setaside certification, bid opportunities, etc.]. We are interested in doing business with your agency. Our primary provides products and or services procured under NAICS Code: [##### - NAICS Description]. We also heavily engage under the products and services sought after under NAICS:

[##### - NAICS Description] [can go into two columns if necessary]
[repeat format until all NAICS are listed] [use tab after each NAICS to line it up]

Based on extensive research and experience, our findings show that in the past you've procured the products and services under my NAICS designations listed above. (Insert Company name here) stands prepared to assist during the market research phase within the acquisition cycle to answer any questions that will help you reach your mission objective.

UEI Number : [#####] CAGE Code: [XXXXXX]
Name of Firm: [Company Name]
Address: [Address, City, State Zip Code]
Website: [Your Website URL]
Primary POC: [First and Last Name], [Email] [Phone]

At your earliest convenience I would like to schedule a meeting so that we can discuss the best approach in marketing our services/products to you and your agency. A copy of my company's capabilities statement is attached for your information and review. If you would like to do further research on (insert company name here), please feel free to visit our website: (insert website here).

If applicable, please send me your agencies or your instructions (or link) to be added to your small business database for future consideration.

Thank you for your time and your consideration, I look forward to connecting with you in the near future.

Sincerely,

[Your name]
[Title]