

Date

Name  
Street

City, State Zip

*You shouldn't have to wait 2 or 3 days to get a quote. We'll have a quote ready for you the same day you call, maybe while we're still on the phone.*

*Our fast response may result in a competitive advantage in your market.*

Dear Joe Prospect:

There are a number of options you have to supply machined components for your projects. I'm positive there are many machinists who would love to earn your business. You may even have an existing supplier or two whose relationship you enjoy. I'm writing you to offer a unique way to look at your machined parts supplier and possibly create a business relationship which results in a competitive advantage in your market.

I represent [Company] of [City, State]. We are in the business of supplying precision machined components to companies just like yours. Some of our customers include [x, y, and z]. We've been in business since [Year] and have [Industry recognized statistic related to supplying machined components].

[Company Name] is unique as a machined component supplier in that we supply bar-stock as well. The reason that's unique and important to you is it's demonstrable proof we understand the business you're in. We have firsthand understanding and appreciation of the demands placed on your company by your customers and the critical needs you fairly demand, expect, and rely upon from your suppliers:

- **Fast turnaround of request for quotes** - You can get figures quoted to your customer faster, giving your company a competitive advantage, demonstrating responsiveness and often being first to respond
- **Ready inventory to ship quickly** – By getting product when you need it, you can start projects in your shop as soon as possible, which may result in less downtime, faster delivery to your customer, and overall greater profitability per project
- **Unsurpassed quality** – We invest in quality more than our competitors, which may mean you can save time and cost associated with watchdog programs to monitor your supplier relationships

Combining our extensive knowledge of your core business, the volume of bar-stock we hold in inventory, and the quick turnaround of quotes and fast shipments, [Company Name] offers a unique opportunity to turn what too often is a supplier relationship taken for granted into a strategic relationship which may result in a competitive strength you can leverage in your market to increase revenue and profitability.

What I'd like to do is better introduce you to [Company Name] and discuss how our vast inventory, quick response, and quality systems may be able to strengthen your company's position in your market. I'd like to share with you a number of specific solutions we provide and show how they are used by companies such as yours to improve their competitiveness.

I will call you in a couple days to make sure you've received this letter and answer any questions you may have. I look forward to the opportunity to discuss how we may be able to work with you to achieve even greater levels of success.

Sincerely,