

Example of an Introduction Letter

Mr. David C. Milton
BMI International, Inc.
7300 Franklin Road
Brentwood, TN 37027

Dear Mr. Milton:

After more than fourteen years as a sales professional in the medical field, I am exploring new opportunities where my sales abilities might continue to be utilized. Positions commensurate with my past experience and goals would be:

- Manager of Training and Staff Development
- Manager of Human Resource Development
- Director of Sales and Marketing

My record is one of solid accomplishments and increasing levels of responsibility. The training programs I have developed have been adopted as a model for our company's twenty-three nationwide locations. My sales goals have been exceeded by an average of 34% in the last five years.

I will forward my résumé to you in the next few days to allow you to explore how my qualifications might match growth opportunities in your company.

Sincerely,

Jason L. Smith

Clearly states the next step.

Answers the question: What's special about me?

Introduction: provides a brief description of current situation and goals.

Notice this requires nothing of the recipient. It simply tells him what is going to happen next. It also plants the seed so your name begins to become familiar. We are in a culture where repetition sells and in this process, you want at least three exposures to create "Top of Mind" positioning.