One of the key things to do before writing a business or formal letter is to determine ahead of time what action you want the reader to take once they have read your letter. The format that follows can be used for a sales pitch, a proposal, or even as an introduction to a potential supplier or client. It contains 3 elements; an introduction, body, and conclusion. This will help you keep it focused and concise.

**Introduction** - The introduction clearly states the purpose of the letter and grabs the reader's attention by introducing you, your product or your company. Try to connect the reader's problem or issue with the opportunity or solution that you or your company can provide.

**Body** - The body, or main part of your letter, overcomes anticipated objections and includes benefits or rationale for the solution. It may also include timelines or schedules. You should express how your solution relates to the reader's objectives or their perceived problems. The length will depend on your offer, but the main idea is to keep it focused and concise.

**Conclusion** - The conclusion indicates action required and outlines next steps for your reader. Offer to provide more details if necessary or offer an incentive to get the reader to respond.

From a formatting standpoint, make sure to include your name and contact information, the date, and the name, title, and address of the person to whom the letter is being sent. Since this is a formal letter you will want to address the person as "Dear" in the opening salutation rather than writing "Hi" or "Hello".

Follow this example:

ABC Events Company

123 Centre Street, Toronto, Ontario M9V 3Z3

416-555-1212 - [email@abccompany.ca](mailto:email@abccompany.ca)

October 31, 2014

Ms. Eileen James

President

WXY Widget Company

16 Any Street

Anytown, Ontario K1J 2B4

Dear Ms. James,

Take your company to new heights with ABC Events Company!

Let ABC Event Company take your next client event to new heights with our top-rated event management team. ABC Events Company can help WXY Widget Company deliver client events that will have the most impact, the most fun, and the most client engagement of any previous event!

You will find outlined in this proposal:

\* details on venues, scheduling, and budgets

\* entertainment suggestions to ensure your clients are positively engaged with your brand

\* team member profiles - the experts who will make this event special

ABC Events Company has been managing events for over 10 years. Our team of experts will work with you to deliver an event on time and on budget that will delight and deliver on your corporate and client engagement goals. Previous delighted clients have included MNO Company, PQR Company, and STU Company. A full list of delighted clients can be viewed on our website at [www.abccompany.com/clients](http://www.abccompany.com/clients).

Once you have had a chance to review the proposal, please feel free to contact me with any questions you may have. I will follow up with you on November 30 to arrange an in person meeting to discuss and confirm any details.

Sincerely,

John Smith

Sales Manager

ABC Events Company - jsmith@abccompany.com

416-555-1212