[Recipient name]
[Company name]
[Street Address]
[City], [State] [Zip Code]

[Insert date]

Dear [Insert recipient name]:

I am writing today to introduce you to [insert name of vendor representative], who has been my representative with [insert company name] for [insert number] years. I have been very satisfied with [insert company name]'s products and the service that I have received from [insert representative's name]. Because I know that you also utilize [insert type of products/services] in your business, I thought it would be beneficial for the two of you to get to know each other.

[Include a few sentences explaining why you find this representative and his or her company's products and services to be particularly helpful. For example, if their prices are significantly lower than major competitors, mention that. If they have stellar customer service, share that information. If they offer hard-to-find solutions, that would be good information to share as well.]

I trust that this introduction will prove to be beneficial to both you and [insert representative's name]. You can learn more about [him/her] at [insert URL for LinkedIn profile] and find out more about [insert company name] at [insert website URL]. You may reach [him/her] at [insert contact information]. Please let me know if you would like me to share your contact information with [him/her] and if I can be of further assistance. I look forward to hearing from you soon.

Sincerely,

[Signature]

[Your Name, Title]