

*Information Sheet:*

# Letter of Solicitation Example

## Example Solicitation Letter

April 23, 1999

Sr. Juan Carlos  
Plaza Federal 1234  
Mexico 01234, D.F

### **ANNOUNCING: A NEW SALES & DISTRIBUTION OPPORTUNITY**

Dear Sr. Carlos:

Acme Manufacturing Company is a 15 year old manufacturer of marking tags. For the first time, we are seeking international distribution for an excellent quality product that has had great success in the U.S. Market.

The product-line is called Acme-Tags and is shown and described in the enclosed brochure. Acme-Tags offer the best all-weather, permanent marking system available at an economical cost. Over two million were used by companies in the U.S. during last year alone!

Compared to other types of marking tags, Acme-Tags have excellent profit potential for you, while also offering your customers potential savings. As a distributor, you can qualify for special international trade discounts.

Please take a moment to review the enclosed information and consider your potential for distribution and sale of Acme-tags. Our international sales program, price list, and order form are available upon request to help you in placing an order.

We are planning to establish sales and distribution in Mexico as soon as we have the right distributor, and would like to discuss with you your possible interest.

Sincerely,

John Smith  
Director, International

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Center for Export Readiness Training and Services

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Comments or questions? email [brian@export-ready.com](mailto:brian@export-ready.com)