To,

[Name of Recipient]

[Address of Recipient]

Date:

**Subject: New Product Sales Letter**

Dear Mr./Mrs. [name of the Recipient],

I am writing this letter to introduce to you our new software [mention product Name and Type]. It is a very user-friendly and smart product designed with the use of latest technology and to reduce the workload. This [product Name] is in the market for the last [mention period] years/months, and we have got positive feedback from many of our customers. We will feel glad to help you in making your task a lot easier and that also on a reduction in your operational cost.

I will be proud to introduce you to the features of the [product Name] and would like to give you a demonstration of the product. This tool will be a real help to run your work effectively and efficiently. We expect a positive response from your side.

For further details or queries, feel free to contact me through the given below contact details.

Yours Sincerely,

[Sender Name]

[Sender Signature]

[Sender Designation]

[Sender Contact Details]