

[date]

[customer name]
[address]

Attention: Richard Rogers
[title]

Dear Mr. Rogers:

Thank you for your opening order. We are pleased to be given the opportunity to compete for your business. We find that most of our customers are happy with our products and our after-sales service. If there is anything I can do to assist you in any way, please don't hesitate to call on me. My direct telephone number is (XXX) XXXXXXX.

Just as our customers expect good service, we would ask for your assistance and cooperation in observing our terms of sale, which are [net 30 days] from date of invoice.

Thank you for your confidence in this company, its products and services, and its employees!

Sincerely,

Wilma Sampson
Assistant Credit Manager
[creditor company name]

cc: salesperson
sales manager
credit file