(Mention the sender's name)

(Mention Job Title)

(Mention Company name)

(Mention the Date)

To,

(Mention the recipient's name)

(Mention the Job Title)

(Mention Organization's name)

Subject: Introducing the New Sales Manager

Dear (recipient' name),

We are excited to be writing this letter to introduce you to the next sales manager of [mention the name of the company or organization]. He is an educated, energetic and ambitious person with all the required expertise in this field. His name is [mention the full name].

Functioning as the sales manager, he will be designing and implementing a strategic business plan that increases the company's client base and ensures its effective presence, building and promoting strong interpersonal skills with the clients by understanding their needs and partnering with them, identifying market shifts and emerging markets while being totally aware of competition status and new products.

He will be managing the entire sales department by hitting sales targets and achieving growth. He will be responsible for maximizing each of the sales team members' potential.

All of us are excited to have him on board with us and I look forward to each of you sharing a healthy work relationship with him.

For further details, feel free to get in touch with me and if you want to communicate with him, you can do that by either contacting him at [mention the no.] or by mailing him at [mention the email ID].

Have a great day ahead.

Thanking you

Sincerely,

(Your signature)