

[MMMMMM DD, YYYY]

[Mr. Martin Cardin]  
[Bozell Incorporated]  
[4554 International Way]  
[Commerce, WA 90009]

Dear [Mr. Cardin]:

I'm writing today because we haven't heard from you for a while. You were sending orders pretty regularly to [Corporate Printing], but you seem to have stopped. I wonder if we've had a problem--if we let you down in some way!--and if we have, we want very much to know about it so we can make it right!

I know it's also possible that you just haven't needed to get anything printed or copied, but I don't want to take that chance. I think it's better to show too much concern in a situation like this than not enough.

I'd like to call you within the next week or so to follow up on this letter. If there is some problem, please don't hesitate to tell me all the "gory" details. You have my promise that I'll listen with an open mind. I hope you know that we would never do anything on purpose to disappoint you. But if we've done something like that inadvertently, we'll make it right if you give us the chance.

Please expect my call....

Sincerely,

[Your Name]