[**Your Name**]
[**Street Address**]
[**City, ST ZIP Code**]

[**Current Date**]

[**Recipient Name**]
[**Title**]
[**Company Name**]
[**Street Address**]
[**City, ST ZIP Code**]

Dear [**Recipient Name**]:

You've joined a very select group of doctors who have switched to the technologically [Business Product Name].

Your purchase marks you as someone on the leading edge of internal medicine. The enclosed certificate is an excellent way to display to your patients your commitment to their well-being.

Thanks for choosing [Business Name] award-winning instruments. I'll call in two weeks to see whether you have any questions about your warranty or about other fine [Business Name] products.

Sincerely,

[**Your Name**]
[**Title**]

Enclosure