

[Date]

[Recipient Name]

[Recipient Job Title]

[Recipient Company Name]

[Recipient Address]

Dear [Recipient Name],

I am writing to you because I admire the work [Recipient Company Name] does within the [Recipient Industry] industry. Given that our businesses serve a similar client base with non-competing services, I believe there is a significant opportunity for a mutually beneficial cross-referral partnership.

We frequently encounter clients who require [Recipient's Core Service], and we would value having a trusted partner like you to recommend. In return, we would appreciate being your preferred provider for clients seeking [Your Core Service].

I have outlined a few potential benefits of this collaboration:

- Increased lead generation for both parties.
- Enhanced value for our respective clients through trusted recommendations.
- Co-marketing opportunities to expand our brand reach.

I would welcome the opportunity to discuss how we can structure a formal or informal referral agreement that works for both of us. Are you available for a brief call or a coffee next week to explore this further?

I look forward to hearing from you.

Best regards,

[Your Name]

[Your Job Title]

[Your Company Name]

[Your Phone Number]

[Your Email Address]