

[Your Name]
[Your Job Title]
[Your Company Name]
[Your Email Address]
[Your Phone Number]

[Date]

[Recipient Name]
[Recipient Job Title]
[Recipient Company Name]
[Recipient Address]

Subject: Proposal for Mutual Client Referral Partnership

Dear [Recipient Name],

I have been following [Recipient Company Name] for some time and admire the work you do in the [Recipient's Industry] sector. Given that our businesses serve a similar target audience but offer non-competing services, I believe there is a significant opportunity for a mutual client exchange partnership.

Specifically, I am proposing a referral arrangement where we introduce our respective clients to each other's services when a need is identified. I believe my clients could benefit greatly from your expertise in [Recipient's Key Service], and similarly, your clients may find value in our [Your Key Service].

A partnership like this would allow us to:

- Provide additional value to our existing clients.
- Lower customer acquisition costs.
- Build a trusted professional network.

I would welcome the opportunity to discuss how we can structure this exchange to be beneficial for both parties. Are you available for a brief call or a coffee meeting next week to explore this further?

I look forward to hearing from you.

Best regards,

[Your Signature]

[Your Printed Name]