

Subject: Strategic Referral Partnership - [Your Company Name] / [Their Company Name]

Dear [Recipient Name],

I have been following [Recipient's Company Name] for some time and have been consistently impressed by your reputation for [specific service or quality].

I am reaching out because I believe there is a strong synergy between our two businesses. At [Your Company Name], we specialize in [Your Main Service/Product] for [Target Audience]. Many of our clients frequently ask for recommendations regarding [Recipient's Industry/Service], and I would love to have a trusted partner to send them to.

I am proposing a reciprocal referral relationship where we can:

- Provide our respective clients with added value through trusted introductions.
- Expand our reach within the [Industry Name] sector.
- Collaborate on growth opportunities that benefit both parties.

I would welcome the opportunity to jump on a brief call next week to discuss how we might support each other's growth. Are you available on [Day] at [Time]?

Best regards,

[Your Name]

[Your Job Title]

[Your Company Name]

[Your Phone Number]

[Your Website Link]