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

[Date]

[Prospect Name]
[Prospect Title]
[Prospect Company Name]
[Company Address]

Dear [Prospect Name],

I hope you are doing well. I am writing to follow up on our previous discussions regarding [Product/Service Name]. While we were unable to move forward with a partnership at that time, I wanted to reach out because we have recently updated our policies and service offerings.

After reviewing our previous conversation and the specific requirements you mentioned, we have made several changes that directly address the concerns you had regarding [mention specific concern, e.g., pricing, contract terms, or implementation].

Key updates to our policy include:

- [Update 1: Brief description of change]
- [Update 2: Brief description of change]
- [Update 3: Brief description of change]

I would appreciate the opportunity to briefly reconnect and show you how these new evaluations might better align with your current business goals. Would you be available for a 10-minute call on [Day] or [Day] at [Time]?

Thank you for your time and for considering us again.

Best regards,

[Your Signature]