[Your Name]
[Your Title]
[Your Company Name]
[Date]

[Recipient Name]
[Recipient Title]
[Company Name]

Dear [Recipient Name],

I am writing to follow up on the Key Person Business Continuity Insurance proposal I sent to you on [Date].

As we discussed, the stability of [Company Name] relies heavily on the expertise and leadership of its key individuals. This coverage is designed to provide your business with the necessary liquidity to recruit a successor, manage debt, and reassure stakeholders in the event of an unexpected loss of a vital team member.

I would like to schedule a brief call to address any questions you may have regarding the policy limits, premium structures, or the specific "Key Person" designations outlined in the proposal.

Are you available for a 10-minute conversation on [Day] at [Time]? If not, please let me know a time that works best for your schedule.

I look forward to helping you secure the future of your business.

Sincerely,

[Your Signature]

[Your Phone Number]
[Your Email Address]