Subject: Partnership Opportunity: Mutual Growth for Our Clients

Dear [Name of Contact Person],

My name is [Your Name] and I am with [Your Company Name]. We specialize in [Your Industry/Service], helping clients with [Briefly mention your core benefit].

I am reaching out because we share a similar client base of small-to-medium businesses. Many of our clients frequently ask for recommendations for reliable payroll processing and HR compliance. Given [Payroll Provider Name]'s reputation for excellence in the payroll space, I believe there is a significant opportunity for a mutual referral partnership.

How I envision this partnership working:

- **Client Referrals:** We would actively refer our clients who are looking for payroll solutions to your team.
- **Incentive Structure:** We are open to discussing a reciprocal referral fee or a discounted rate for referred clients.
- **Co-Marketing:** Potential for joint webinars or shared educational content to provide extra value to our collective audiences.

Our goal is to create a seamless ecosystem where our clients receive the best possible service for both their [Your Service] and their payroll needs.

Are you available for a brief 10-minute call next [Day of the week] at [Time] to discuss how we might support each other's growth?

Best regards,

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