[Your Name]
[Your Title]
[Your Insurance Agency Name]
[Your Address]
[Phone Number]
[Email Address]

[Date]

[Recipient Name]
[Recipient Title]
[Payroll Company Name]
[Company Address]

Subject: Strategic Partnership Proposal: [Your Agency Name] & [Payroll Company Name]

Dear [Recipient Name],

I am writing to express my interest in establishing a strategic partnership between [Your Insurance Agency Name] and [Payroll Company Name]. Given our shared focus on providing essential business services to small and medium-sized enterprises, I believe a formal collaboration would offer significant value to our mutual clients.

As an agency specializing in commercial insurance and risk management, we frequently encounter clients looking for streamlined ways to manage Workers' Compensation through "Pay-As-You-Go" models. By aligning our insurance expertise with your payroll processing capabilities, we can provide a seamless experience that improves client cash flow and reduces administrative burdens.

I propose a partnership that includes:

- **Mutual Referrals:** A structured process for referring clients in need of our respective services.
- **Integrated Solutions:** Implementing Pay-As-You-Go Workers' Comp programs to simplify reporting for our clients.
- **Co-Marketing:** Potential joint webinars or educational content regarding compliance and risk management.

I would welcome the opportunity to discuss how we can work together to increase client retention and grow our respective portfolios. Are you available for a brief introductory call next [Day of the week] at [Time]?

Thank you for your time and consideration. I look forward to hearing from you.

Sincerely,

[Your Signature]

[Your Printed Name]