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

[Date]

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

Subject: Strategic Partnership Inquiry: [Your Company Name] & [Recipient Company Name]

Dear [Recipient Name],

I am writing to explore a potential joint venture and referral partnership between [Your Company Name] and [Recipient Company Name].

We currently provide [Briefly describe your services, e.g., HR Consulting / Accounting / Insurance] to a growing portfolio of clients. As many of our clients scale, they frequently require robust payroll and workforce management solutions. Given your firm's reputation for excellence in the payroll industry, I believe a formal partnership could provide significant added value to our respective client bases.

Specifically, I would like to discuss a structured referral program where we can:

- Direct our clients in need of payroll services exclusively to your team.
- Establish a reciprocal referral process for your clients needing [Your Service].
- Explore co-branded webinars or resources to benefit our mutual audiences.

I am confident that aligning our services will create a more seamless experience for our clients and drive growth for both our firms.

Are you available for a brief 15-minute introductory call on [Date] or [Date] to discuss how we might work together?

I look forward to hearing from you.

Best regards,

[Your Signature]

[Your Printed Name]