

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

[Date]

[Recipient Name]
[Fleet Dealership Name]
[Address]
[City, State, Zip]

Subject: Proposal for Mutual Referral Partnership

Dear [Recipient Name],

I am writing to you because of your reputation as a leading provider of commercial vehicles in the [Local Area/Industry] region. My company, [Your Company Name], specializes in [Briefly describe your service, e.g., fleet insurance, telematics, vehicle upfitting, or maintenance].

We frequently work with business owners who are looking to expand or upgrade their commercial fleets. Many of these clients ask for recommendations on reliable dealerships where they can purchase high-quality vehicles. Given your expertise, I believe there is a great opportunity for us to form a mutual referral partnership.

By working together, we can provide a seamless experience for our shared clients, ensuring they receive expert advice on both their vehicle acquisition and their [Your Service Name]. In return for referring my clients to your dealership, I would appreciate being your preferred contact for any of your customers who require [Your Service Name].

I would love to schedule a brief call or a coffee meeting next week to discuss how we can support each other's business growth. Please let me know if you are available on [Day] at [Time], or if another time works better for you.

I look forward to the possibility of working together.

Best regards,

[Your Signature]

[Your Printed Name]