

[Date]

[Recipient Name]

[Recipient Title]

[Company Name]

[Address]

Dear [Recipient Name],

Thank you for the opportunity to review your sales pitch and proposal regarding [Product/Service Name] on [Date]. We appreciate the time and effort your team invested in preparing the presentation and addressing our initial questions.

After a thorough assessment of your proposal against our current business requirements and strategic objectives, I am writing to inform you that we have decided not to move forward with your solution at this time.

Our decision was based on several factors, including [mention a brief reason, e.g., alignment with current infrastructure / budget constraints / specific feature requirements]. While your offering has several strengths, we feel that another direction better suits our immediate needs.

We will keep your information on file should our requirements change in the future. We wish you and [Company Name] continued success.

Best regards,

[Your Name]

[Your Title]

[Your Company Name]