

Date: [Insert Date]

[Your Name]
[Your Title]
[Your Company Name]
[Your Company Address]
[City, State, Zip Code]
[Email Address]
[Phone Number]

[Recipient's Name]
[Recipient's Title]
[Recipient's Company Name]
[Recipient's Company Address]
[City, State, Zip Code]

Dear [Recipient's Name],

I hope this message finds you well. I am writing to initiate discussions regarding a potential exclusive distribution agreement between [Your Company Name] and [Recipient's Company Name]. We believe that a partnership could significantly enhance our market presence and provide mutual benefits.

Our initial proposal suggests the following terms for consideration:

- Exclusive rights to distribute [Product/Service] within [Geographic Region].
- A minimum purchase commitment of [X units/currency] annually.
- Marketing support and promotional initiatives jointly agreed upon.
- Duration of the agreement set for [X years], with options for renewal.

We are keen to discuss these terms further and explore how we can align our strategies for success. Please let us know your availability for a meeting or a call to discuss this proposal in detail.

Thank you for your consideration. I look forward to your response.

Best regards,

[Your Name]
[Your Title]
[Your Company Name]
[Your Contact Information]