

Dear Mr./Mrs. **(insert name)**,

As a new customer of <Insert name>, we'd like to say "welcome aboard" and thank you for the opportunity to support your business. We have established a \$<correct \$> credit line for your company. Here's some introductory information to help us get our partnership off to a great start:

- **Placing Orders**

The fastest way to place an order is to give our office a call at **(insert number)**. We're here to take your orders from 8 a.m. to 5 p.m., Monday through Friday. You'll likely speak with **(insert name)**, our customer service lead.

- **Expert Fuel Advice**

Call your fuel consultant **(insert name)** (cell **insert number**) if you have any questions about how to best fuel your infrastructure. <Person> is a subject-matter expert who is passionate about helping you streamline your fuel management so you can focus on your business' success.

- **Customer Service Excellence**

As a third generation family business, our #1 mission is to provide you best-in-class service. With nearly 70 years of practice, we've gotten pretty good at this, however, we're committed to continuous improvement. If you ever see an opportunity where we can do better for you, please don't hesitate to call **(insert name)** at **(insert number)** or email **(insert email)** with your recommendations.

Thank you and we look forward to working with you.