

Follow-up Letter to Previous Strategic Alliance Offer

This package contains:

1. Instructions & Checklist for Writing a Follow-up Letter to Previous Strategic Alliance Offer
2. Follow-up Letter to Previous Strategic Alliance Offer

Instructions & Checklist for a Follow-up Letter to a Previous Strategic Alliance Offer

- This package contains: (1) Instructions & Checklist for a Follow-up Letter to Previous Strategic Alliance Offer; and (2) Follow-up Letter to Previous Strategic Alliance Offer.

- This form is designed to assist you in drafting a follow-up letter to your previous letter to an individual or a company suggesting that you join forces for your mutual benefit.

- Be sure to include any “enclosures” mentioned in the letter. If there are no “enclosures” you may delete “Enclosure” from the bottom of the letter.

- Be sure to sign the letter and to make a copy before sending it out.

- Bracketed instructions may be included on this form to assist you in completing it and should be removed before printing. Generally in Microsoft Word, you can click on the bracketed instruction and start typing.

- These forms are not intended and are not a substitute for legal advice. These forms should only be a starting point for you and should not be used without consulting with an attorney first. An attorney should be consulted before negotiating any document with another party.

- The purchase and use of these forms, is subject to the Disclaimers and Terms of Use found at findlegalforms.com.

[Your Name]
[Street Address]
[City, State ZIP Code]
[phone number - optional]
[email address - optional]

September 6, 2009

[Name of Recipient]
[Title]
[Company Name]
[Street Address]
[City, State ZIP Code]

Dear [Name of Recipient]:

I am writing to follow up on the letter I sent you on [Date of 1st Letter] suggesting [Name of Your Company] and [Name of Recipient's Company] look into forming a strategic alliance. I'm enclosing a copy of that letter for your convenience.

Since I haven't had heard back from you, I'm assuming you have been busy and may not have even had an opportunity to think the idea over, much less make any decision about how to respond.

I'd just like to take this opportunity to deal with any hesitation you might feel about the unusual prospect of signing up to form a team with an entity you've only known in the role of competitor.

In order to help put to rest any doubts of this nature you may have, I am enclosing a copy of an article that was one of the major influences that motivated me, and eventually led me to the idea of approaching you. Of course, the companies involved in that article are not in our industry, but that doesn't matter; you can get a good picture of how they successfully joined forces, and as a result both increased their bottom line.

It's a quick read; hope you'll take the time to look it over and let me know what you think.

Cordially,

[Your Name]

Enclosures