

Opening and Closing

Opening:

Dear Sir/Madam To

Whom It May Concern

Dear + ?

Dear Sir/Madam,

Why not?

-lazy?

-gender bias?

To Whom It May Concern

Why not?

-for anyone

-very formal

Opening:

(Dear Sir/Madam) (To
Whom It May Concern)

Dear + ?

Opening:

Make it «personal»

Dear + Company Name + Team=Dear Amazon Sales
Team,

Dear + Position=Dear Head Manager,

Dear Amazon Sales Team,

Dear Head Manager,

Close:

Kind regards,

Best regards,

Regards,

Best wishes, (if appropriate)

Close

If you know the person (formal):

Yours sincerely,

Close:

If you don't know the person (with Dear Sir/Madam):

Yours faithfully, (UK)

Yours truly, (US)

Sources

<https://blog.hubspot.com/sales/dear-sir-or-madamalternatives> (Meg Prater)

<https://www.grammarly.com/blog/dear-sir-or-madam/>