

Dear Mr. Smith,

I am writing to you because I believe my experience and expertise in the areas of sales, business development, and management uniquely qualify me for the position of **Sales Director**, currently advertised as being open with ABC, Inc. I am an award-winning sales management professional that has played a major role in promoting the growth and profitability of every company for which I have worked.

My ten years of sales and four year of management experience has provided me with a strong understanding of territory development, sales management, and problem solving. I am able to identify, acquire, and develop new accounts, and have been recognized throughout my career for my ability to close sales while maintaining revenue goals.

My background and training, together with my penchant for detail, have all served to help make me highly effective at what I do. I am able to negotiate with demanding clients, achieving a win-win for them as well as the company.

I possess well-developed supervision abilities, and have better than average computer skills. My analysis and data management skills are top-notch, and I am adept at preparing and delivering presentations. I am also skilled at training others in the delivery top quality customer support proven to win customer loyalty.

The accompanying résumé should serve to give you an idea not only of my past achievements but also of my potential for making a significant contribution to ABC, Inc. The accompanying résumé can provide you with greater details of my background, and what I have to offer. I will call your office in a few days to inquire about the possibility of a meeting.

Sincerely