

September 15, 2008

James Q. Applicant  
1234 East 56<sup>th</sup> Place  
Chicago, IL 60606  
(773) 123-4567  
[jqa@aol.com](mailto:jqa@aol.com)

Hiring Agent Name & Title  
Company Name  
Address  
City, State, Zip

Dear Hiring Manager;

I believe my experience and expertise in the areas of sales, business development, and management uniquely qualify me for the Sales Director position currently advertised by your company. I am an award winning sales and marketing professional and have played a major role in promoting the growth and profitability of every company where I have been employed.

The sales and business development experience I possess has provided me with a strong understanding of territorial development, sales management, and customer service. I have the ability and experience to identify, acquire, and develop profitable accounts and have been recognized throughout my career for my ability to increase sales and revenue.

In my present position, in addition to serving as Acting Sales Manager, I have consistently exceeded all sales and revenue goals, and have earned recognition as an innovator in sales promotion as well as earning several major regional and national sales awards. I am experienced in account management, personnel training, and strategy development for customer support and territory management.

I would bring to your organization superior personnel motivational skills, outstanding presentation skills and a proven commitment to premier customer service and customer satisfaction. The attached resume will serve to introduce you to the details of my outstanding background and what I have to offer for the benefit of your company. Thank you for your consideration.

Sincerely,

James Q. Applicant