

COVER LETTER SAMPLES

FROM: Edward S. Prine [ed.prine@email.com]
SENT: May 19, 20XX, 3:16 pm
TO: Employment@CoventryScales.com]
RE: Senior Sales Manager

Given my extensive experience in sales and operations management, as well as strategic marketing and customer retention, I am extremely interested in being considered for the **Senior Sales Operations Manager** with Coventry Scales.

My background represents an exceedingly strong fit with the description of your position. For example, in addition to a BSBA with an emphasis on Marketing, I have over 20 years of progressive experience in sales, sales management, and operations with Tryon Industries, makers of electronic point-of-sale equipment.

Throughout my career, I have demonstrated the leadership and functional expertise needed for effective sales and operations management. Currently at Tryon, I lead a 28-member sales team responsible for business development and account management throughout a four-state region. In this capacity, I consistently make strong contributions to growing revenue by leading efforts that include strategic marketing, customer relations and retention, performance monitoring, and team recruitment and development. These efforts resulted in transforming the region from the second weakest in terms of sales to the top region nationally within two years. I was also able to achieve a sales-team retention rate of 87% over my four-year tenure as Regional Sales Manager.

Prior to that, I held the role of District Operations Manager, where I promoted profitability by focusing on efficiency enhancement and cost containment. Within two years, I improved bottom-line results by reducing costs 13% through aggressive streamlining of the ordering and fulfillment process.

Based on the above factors, as well as additional accomplishments highlighted in my resume, I would appreciate an opportunity to discuss with you how my qualifications would allow me to serve as a high-performing member of your sales organization.

Thank you for your time and consideration. I look forward to hearing from you soon.

Sincerely,

Edward Prine

RACHEL GOLDMAN

78 Mayflower Circle | Winston-Salem, NC 55555
555-555-5555 | goldman.r@email.com

November 14, 20XX

Mr. Peter Krawczyk
Vice President of Sales
Foxworth, Inc.
890 Trinity Street
Winston-Salem, NC 55555

Dear Mr. Krawczyk:

As an experienced sales professional with extensive experience in leading, training, and coaching high-performing sales teams, I am excited to be applying for the **Facilitating Consultant (#540278)** position advertised on your website. Allow me to highlight the most compelling points of alignment between my strengths and the requirements of the role.

Effectively engaging audiences to effect professional growth and development

My personal passion for training, coaching, and developing others is complemented by my ability to engage large audiences with enthusiasm. For example, as Director of Sales at DDR Financial, I was chosen among hundreds of sales executives, managers, and T&D representatives as one of two people to deliver the Maximizer Sales Training program across the entire organization.

Driving sales to senior decision makers in rapidly evolving market environments

I have consistently proven my ability to sell complex solutions to CFO's and other senior executives. Following the 2008 credit crisis, I generated \$1.7M in net income for DDR by building relationships with senior leaders as their trusted advisor in uncertain times.

Integrating diverse modalities to achieve training and sales objectives

My experience with diverse training modalities and technologies, coupled with my significant hands-on expertise in sales and sales management gives me the well-rounded skill set and credibility to inspire staff to increasingly higher levels of goal attainment. As a result, I was recently selected by Mercury Innovations to deliver its Power Messaging workshop as a contractor to numerous Fortune 500 sales organizations.

I am confident that the above qualifications, as well as others on my resume, would enable me to make immediate contributions to sales results as a Facilitating Consultant at Foxworth.

I would love the opportunity to discuss my qualifications at your convenience. I will call you next week to explore the possibility of an in-person discussion.

Best regards,

Rachel Goldman

KAITLIN KUMAR

Charlotte, NC 55555 ▪ 555.555.5555 ▪ k_kumar@email.com

February 6, 20XX

Mr. Alejandro Diaz
Risk Management Director
Wakefield Financial
15 W. Broad Street
Charlotte, NC 55555

Dear Mr. Diaz:

I was excited to see your posting for an **Operational Risk Manager** on the Wakefield Financial website as the role closely aligns with the skills and experience I have gained through my 15+ years in the financial services industry. My attached resume will highlight the breadth of my industry exposure, which includes significant experience leading teams in mutual fund operations including risk management, customer service, and transaction processing.

In all these roles, I made significant contributions to operational effectiveness by developing and refining procedures, implementing effective controls, and executing a number of process improvements. Allow me to offer the following comparison of your needs and my qualifications:

Your Criteria

My Qualifications

Project-management expertise

Successfully led multiple cross-functional projects in diverse areas such as DSBI Reporting, Trust Migration, and Preferred Funds Reorganization. Ensured successful completion of projects by actively collaborating with other teams including Global Investment, Institutional Client Services, Retirement Plan Services, and Retail Operations.

Process-management experience

Boosted satisfaction ratings of a key client by 15 points by utilizing process improvement tools to reduce manual steps 94% thereby greatly reducing risk of error. Six Sigma Yellow Belt certified.

Excellent communication skills

Built reputation as an industry thought leader by serving as a panelist at client reporting conferences and as a member of the ICI Advisory Committee.

5 year in financial services industry

Extensive record of success in the financial services industry leading teams, processes, and projects.

In addition, I am a self-motivated leader who constantly seeks to understand the larger picture and who drives the best processes using a comprehensive approach. I am well known for my ability to build relationships and collaborate with others permitting me to successfully execute large and small initiatives.

I look forward to meeting with you to further discuss my experiences and fit within your team. If I do not hear from you within the next week, I will call you to follow up.

Sincerely,

Kaitlin Kumar