

DAVID MARCEL

June 30, 2003

Hiring Agent, Title
Company Name
Address

Dear Hiring Manager:

Your posting for a [position title] caught my attention as it seems an ideal match for my experience and talents. As a top-notch sales professional with a well-established record of accomplishment, I believe I am someone who can be an asset to your company. With proven expertise in the areas of new business development, client retention, and business expansion, and a passion for achieving goals, I would like to explore the possibility of putting my experience to work for you.

As you can see from my résumé, my background includes more than eleven years of experience in sales and account management. During my career, I have consistently performed at the highest levels and have been recognized for many achievements. In my current position as an account executive, I source and sell directory advertising to commercial clients. With \$2 million in annual sales to my credit, my performance ranks in the top 5% statewide. My success in generating new business is striking and I have brought on many major new contracts. One of these, an advertising deal that has brought in more than \$80,000 for two years running, stands as one of the largest sales in company history. In short, I am someone who has the know-how to drive sales and grow revenues.

Key to my success, I am able to build an easy rapport with prospective clients and am quick to identify their needs, positioning me to effectively market solutions that work. Persistent and detail-oriented, you will also find that I am also skilled at negotiating and closing deals. With thorough follow-through, I have earned the appreciation of satisfied clients who have rewarded me with repeat sales over the years. These skills and traits have served me well in the past, allowing me to make significant contributions to bottom-line revenues. With a solid record of accomplishment behind me, I am confident I can do the same for you.

I would enjoy the opportunity to discuss your needs and how I might be able to meet them. Please feel free to contact me at the address and phone number listed below to arrange a meeting. I look forward to hearing from you soon.

Thank you for your consideration.

Sincerely,

David Marcel

Enclosure