

Cover Letter for a Job Application – Template

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Sales Executive

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Ms. Jane Paulson

Head of Sales

ACME Sales

17 Flower Street

Dublin

Dear Jane,

As a long-term admirer of ACME Sales' techniques and success, I was delighted to see that the company is seeking a new Sales Executive. I am certain I can assist the organisation in becoming the #1 sales company in Ireland. My experience includes being part of a national sales strategy for my last employer, Duggan Sales, where we used a €500,000 budget. Moreover, I was the top salesperson at Duggan and helped increase its client base by 45% in the last three years.

I supervised different aspects of our sales strategy in my previous role, emphasising revamping our offline presence to complement our online growth. In 2010, Duggan Sales tasked me with finding a new way to promote six products across three client websites. I used my knowledge of each clients' customer base to craft a strategy that increased the sales of each product by a minimum of 15% across six months and an average increase of 22%.

I understand that ACME Sales is attempting to develop new ways of monetising client sites while facing certain restrictions. This job is an ideal match for my skills and experience, and I would relish the opportunity to create a sales strategy to bypass the obstacles the company faces.

I would enjoy the chance to discuss my experience further and the ideas I have for ACME Sales in an interview.

Kind Regards,

Martin Morgan

P.S. I would also love the opportunity to show you how I increased the sales of a client with similar restrictions to yours by 45% in just four months.