

Karen Cunningham  
Hiring Manager  
Dayjob Ltd  
120 Vyse Street  
Birmingham  
B18 6NF

Date: 18<sup>th</sup> September 20XX

Dear Ms Cunningham

I would like to propose my candidacy for your position of Sales Manager which was advertised in the latest issue of the .....

I am enthusiastically applying for this post because I firmly believe that a combination of my natural ability, personality and work experience all make me an ideal candidate for this role. As a talented and experienced Sales Manager I am intimately familiar with key competencies for the role, such as ..... and ..... I would bring value to a company like yours through my experience in the ..... sector, and my positive 'can do' attitude.

For the past ..... year(s) I have been employed in a ..... role where I am required to ..... and also ..... This is exactly the type of experience you are looking for in an applicant. Furthermore I would like to state that I am keen to join a winning team and reputable company like yours, where I will not only work with people of the highest calibre but also partner with international brands. Another reason for my application is that your company is in the field of ....., an area that I would like to enter into.

I consider myself to be a hard worker with a solid work ethic who exerts optimal effort to ensure all projects given to me are completed on time and to the highest standards.

My strengths include, but are not limited to the following;

- Developing and implementing operational plans to drive sales.
- Ensuring that all departmental sales targets are achieved or exceeded, including appointments and calling activity.
- Organised, flexible and a strong people manager.

Greater details of my accomplishments and achievements can be found in my attached resume. I am available for interview at any time and can start work at short notice.

Thank you for the time you have taken to consider my application, and I eagerly look forward to hearing from you.

Yours sincerely

Richard Hill