**RETAIL SALES ASSOCIATE COVER LETTER**

Mindy Merchant  
123 Center Street, Fresno, CA 93650  
555-123-4567

November 11, 20XX

Ms. Jean Jones  
Store Manager  
Classy Clothing Company  
123 Sandy Point Rd.  
Fresno, CA 93650

Dear Ms. Jones:

It was with much interest that I read your advertisement for a Retail Sales Associate on Craigslist. As an experienced associate with five years’ experience creating pleasant shopping experiences for the customers of “Casual Classics,” an upscale clothing boutique, I can bring to you rich product knowledge, merchandising talents, and an enthusiasm for fashion that will ensure my success in becoming a productive advocate for your wonderful “classic tailoring for the discerning customer” brand.

As a firm believer in designer Edith Head’s credo, "You can have anything you want in life if you dress for it,” I enjoy engaging my customers in consultative dialogues not only to identify their style preferences, but to learn about \*why\* they are shopping for specific items. Once I identify their needs, it’s easy to build brand awareness and upsell the articles that will complete their ensembles and help them feel terrific when they look in the mirror. My additional qualifications for this job include:

A deep knowledge of fashion industry trends and brands, with a proactive stance in learning about rising designers.

A consistent track record of achieving “100%” on customer service satisfaction surveys.

Keyholder responsibilities for the #1-ranked store in the “Casual Classics” franchise in southern California.

Outgoing and charismatic communications and listening skills complemented by professionalism in addressing customer inquiries, product requests, and service issues.

Bilingual command of English and Spanish.

As a sales associate for a highly successful boutique, I understand the importance of reliability, flexibility, and a strong work ethic, and am available to work overtime and on weekends to help ensure the success of Classy Clothing Company’s Fresno location.

Might we please set up an appointment for a personal interview? I would love to learn more about your store operations and am eager to explore how I could best contribute to your strategic sales initiatives. Thank you for your time and consideration.

Sincerely,

Mindy Merchant