**RETAIL COVER LETTER**

**[Today’s Date]**

**[Hiring Manager’s Name]  
[341 Company Address]  
[Company City, State XXXXX]  
[(XXX) XXX-XXXX]  
[hiring.manager@gmail.com]**

Dear **[Mr./Mrs./Ms.] [Manager’s Name]**,

I am writing you in response to the Sales Associate job advertisement listed one your website. I would like to convey my interest in the position as I am confident that I possess all of the necessary qualifications to fulfill the job role.

Over the past five years, I have worked as a sales associate at both Target and H&M. My experience at these companies taught me about the value that passionate customer service can bring not only to a brand’s image, but to the company’s bottom line as well. If you ask my former managers about my performance, the first thing they would mention is my exceptional upselling techniques with which I was able increase sales and retain customers. For example, at H&M I was able to:

* Assist an average of 47 customers per day in finding or selecting items, and provided recommendations that generated $8K in additional revenue
* Achieve an average of 140% of sales goals for three consecutive months
* Provide outstanding customer service, receiving 96% in customer service feedback surveys

I would like to discuss your sales associate position in detail and would be happy to come in for an interview at any time that’s convenient for you. I am available by phone or email. Thank you for your time and consideration. I look forward to hearing from you.

Sincerely,

**[Your Name]**