**RETAIL ASSISTANT COVER LETTER**

Sheletha Sales  
42 Center Street, Anytown, Everystate 12345  
000-000-0000

25 August 20XX

Mr. Jamil Jones  
Store Manager  
XYZ Retail Company  
98 Mall of My Town  
Anytown, Everystate 12345

Dear Mr. Jones:

I am thrilled to see a new location of XYZ Retail coming to my neighbourhood! When your northside store manager, Enrique Paduan, told me you were looking for great talent, he thought my expertise in retail sales would make a great addition to your team. Formerly serving the Fancy Five Star Resort for three years taught me everything I know about beautiful merchandise presentation, incomparable point of sale interactions, and world-class customer service.

In fact, I was consistently recognized by management as a top performer and shining star for incentive programs and seasonal promotions. Corporate headquarters also honored my error-free transactions in cash handling and math accuracy as they directly affected the bottom line.

As a college athlete, my competitive nature allowed me to excel in teamwork, commitment, and schedule flexibility while also achieving the highest goals set by myself and my coaches. Naturally, this level of athletics required me to also have all the latest sporting equipment, so I consider myself an expert in the features and benefits of products sold at XYZ Retail, “The world’s #1 choice in sports equipment and apparel.”

Inspired by Simon Sinek’s book, “Start with Why,” I have a firm understanding of the notion that people don’t buy what you do, they buy why you do it. My passion for the “why” of XYZ Retail is clear when looking in my closet and garage. It is true that there are plenty of other sports stores to choose from.

My “why” is rooted in the fact that I believe in XYZ’s product quality, corporate mission, and people-oriented principles so much, I won’t shop anywhere else. I believe my passion for your incredible products will help me to expertly engage and guide customers throughout their buying journey. This creates enhanced opportunities for me to upsell products and incentive programs by uncovering and understanding each customer’s “why.”

Upon reviewing my resume, I trust you will find my qualifications to be a great fit for the type of employee you are seeking. My references will also speak to my capabilities and areas in which I helped my previous employer achieve their sales goals.

As Enrique mentioned you are looking to hire before the end of summer, I’d like to follow up next week and set up an interview. In the meantime, I can be reached at 321-555-1111. Thank you in advance for your consideration with this exciting opportunity to join the team at XYZ Retail.

Sincerely,

Sheletha Sales