

Harry Chapman
Hiring Manager
Dayjob Ltd
120 Vyse Street
Birmingham
B18 6NF

19th March 20XX

Dear Mr Gordon

With reference to your advertisement on this week, I wish to apply for the position of Retail Sales Assistant at your company.

As a sales driven and dynamic individual who has a long history of exceeding expectations through performance, I feel I would be able to contribute significantly to the ongoing operational success of your store. Some of the key talents I can bring to your company include ensuring the latest retail trends are identified, all sales opportunities are fully exploited, and accurately determining a customer's needs before providing them with a prompt service.

My present employment has helped me to develop my abilities in key areas such as meeting and greeting customers, putting away stock, retrieving stock, handling cash, and dealing with sales transactions.

Your company is a market leader in the retail industry, and I am very eager to become a part of your winning team. I am very confident that I can smoothly fit into your existing setup. I will be an excellent candidate for your vacancy as I have a proven track record of taking retail sales to the next level, and of resolving shop floor deficiencies that may be impeding growth and sales.

I am someone who is able and willing to do whatever it takes to deliver results, success and the maximising of a store's profitability. I have extensive knowledge of brand integrity, market awareness and delivering high levels of customer satisfaction.

I have enclosed my CV for your review and would appreciate the opportunity to meet with you in the near future to further discuss my application. In the meantime I thank you for your time, consideration and forthcoming response.

Yours sincerely

Carl Harris

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