**RETAIL SALES EXECUTIVE COVER LETTER**

**[Today’s Date]  
[Hiring Manager’s Name]  
[Company Address]  
[Company City, State XXXXX]  
[(XXX) XXX-XXXX]  
[e-mail address]**

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

**Re**: Applications for the position of Retail Sales Executive

I recently saw an advert in the local dailies to the effect that you are seeking a person to join your company in the position of a retail sales executive. Well, I hereby officially submit my applications for the same.

My confidence stems from a variety of reasons. For one, I hold a Diploma in Sales and Marketing from a reputable business school. Then, I have served as a direct sales representative for a combined total of 10 years now. This is not to mention that I have also worked for many firms throughout my career.

All these make me feel I am able to serve well and generate higher sales levels for your company. As part of my applications, I have enclosed all the supportive documents. Peruse through them and hesitate not to get to me for any further clarifications if need be.

Sincerely,

**[Your Name]**