**Gregory Peck**

**214 Clinton Avenue, Trenton, NJ 66636  
(002) 444-XXXX, gregory@email.com**

**May 12, 20XX**

**Ms. Amanda Hark  
Senior Manager (Sales)  
City Store  
9078 Marine Avenue  
Trenton, NJ 66653**

**Dear Ms. Hark:**

Your advertisement for a Sales Executive position at City Store demonstrates that you are looking for someone with excellent customer orientation and the ability to meet the company’s sales targets in tight deadlines. As a proactive and mission oriented individual with 2+ years of sales experience and a solid understanding of modern business concepts, I am positive that I could meet and exceed your sales targets in timely fashion.

Having worked extensively in sales profession, I have had the opportunity to work closely with the senior managers to figure out sales strategies and work to achieve them. During my work at ABC Company, I have had the opportunity to increase sales by 35% during the first year!

As required, I am extremely skilled in:

\*Conducting cold calls and creating professional networking  
\*Developing pipeline of new opportunities  
\*Identifying and creating business requirements with senior decision makers  
\*Building strong relationships at all stakeholders  
\*Developing successful territory plans

Moreover, I possess exceptional presentation skills which would help me to communicate effectively with potential customers. With the ability to deal with multicultural population in local and international markets, I would be able to become an excellent representative of your sales team.

The enclosed resume speaks volumes about my ability to do this job efficiently. Because of my great passion, I’d like to meet with you in order to discuss this position thoroughly for which I’ll call your office next week to set-up an appointment. In the intervening time, I can be reached at (002) 444-4444.

Thank you for your time and consideration.

**Kind regards,**

**(Signature)  
Gregory Peck**