

John Doe
123 Main Street
Columbus, OH 43220

To whom it may concern:

After reading your advertisement for a sales professional in (Web site or paper name here), I am enthusiastically applying for the position.

My experience as a regional vice president of sales for XXXX has allowed me to learn the importance of good customer service, coupled with first-class management and marketing skills. In all my sales posts, I have been required to master a great deal of product knowledge, give extensive presentations on products, keep in regular contact with clients and prospects, and meet sales goals and standards. Also in all my sales positions, I have not only met, but exceeded, the sales quotas required, helping the companies to reach new, all-time sales records.

On a personal level, I am confident, well-groomed and easy to get along with. I am very self-disciplined and can get the job done in an independent environment. I know how to listen to and recognize a client's buying cues. I am stimulated by the idea of unlimited earning potential and enjoy the challenge of meeting and beating sales goals.

I would love the chance to meet with you in person to discuss how I could be an asset to your company. Thank you for your time and consideration. I look forward to hearing from you soon.

Sincerely,

John Doe
614-555-2222 home
614-555-3333 cell