

178 Greene Street
Augusta, GA 30901

Date

Mr. John Doe
Director, Human Resources
XYZ Corporation
1140 Main Street
Augusta, GA 30901

Dear Mr. Doe:

The advertisement for a product sales representative in the December 13th edition of the *Augusta Chronicle* is of great interest to me. With a degree in Marketing from Augusta State University and over 6 years of part-time sales experience, I feel I have the qualifications needed for this position.

I have been involved in sales as a previous business owner and in a manufacturing environment. During high school and in my early years of college, I owned a landscaping business in which I successfully utilized various sales techniques including cold calling, telemarketing and prospecting. I learned how to stay internally motivated and developed a customer base that included residential and commercial accounts.

Through my recent internship with XYZ Manufacturer, I learned there are many elements that can affect the service and sale of the product to the customer including shipping, receiving and quality control. The importance of follow up with customers and teamwork within the manufacturing facility itself is essential in quality sales. I researched software for XYZ Manufacturer and implemented a new system to help the sales force track the process of orders and requests more effectively. During the Spring holiday from school, I accompanied their lead sales manager on calls throughout the state to learn more about the customers and the company's sales strategies.

As a leader in the production and sales of pressurized tanks, I would welcome the opportunity to apply my abilities with your organization. Attached is my resume for your review. I can be reached at the number listed above in the evening or at 706-123-4567 during the day. I will contact you at the first of next week to confirm you have received my material, and, based on your interest, assess the possibility of arranging an interview. Thank you for your consideration.

Sincerely,

(Allow four spaces to sign name here)

David Smith (typed here)

Enclosure (*type here if resume or other material included*)