

Cover Letter Model – Sales Manager

April 7, 2017

Mr. Claude ZZZZ
Director of Recruiting
Company AAAA
... Vimy Place
Ottawa, Ontario K1R 1C2

Re: Unsolicited application for sales manager position

Dear Mr. ZZZZ:

I find your company's line of business very appealing, with its varied clientele, continually evolving products, and regulatory and administrative constraints to manage. Working for your company as a sales manager would be an extremely interesting opportunity for me, and one in which I would enthusiastically harness my enthusiasm and professional experience for the good of the company.

I have more than ten years' experience as a sales manager—with no drop in energy or thoroughness. I see the job as being similar to that of an orchestra conductor, and for this reason, my results have never disappointed my employers. I strive to develop not just team spirit, but also individual employee motivation and professional conscience. Moreover, my discipline and analytical skills allow me to maximize the profitability of the various stores I am responsible for.

For all the aforementioned reasons, I think that hiring me for the position of sales manager would be positive for AAAA—its sales would increase and its costs and employee management optimized. I would therefore like to meet with you to explain in person why I am such a good fit for the company. I look forward to hearing from you.

Yours truly,

Maryanne XXXX

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