

Example - with using a question

James Wong
19A, 4/F Cedar Tower, Queens Road East
Wan Chai, Hong Kong
Tel: 2456 8956
James_Wong@email.com

Mr Richard Lai
Sales and Marketing Director
XYZ Company
13/F Trust Tower
Queens Road Central
Hong Kong

12th August 200X

Dear Mr Lai

RE: Sales Manger vacancy

This writer has used a question to highlight likely problems experienced by the recruiting company. He can then clearly show how he can solve such problems.

How often do you experience these problems in your sales function? High staff turnover? Dormant or under-performing accounts? Out-dated sales information? Low margins?

Sales is my field. During my 20-year career in sales and marketing management, I have faced these problems and found solutions.

In my current job, I have worked with external consultants to design and implement a revolutionary sales management system and achieved more accurate sales reporting and pricing analysis. I have revised the recruitment procedure for both graduate and experienced sales staff. I have restructured sales territories and set demanding targets, but I have also supported my staff with regular training and attractive remuneration.

It has been a demanding job, but I still love to sell and spend over 30 percent of my time managing strategic accounts.

My approach works. Our company has consistently exceeded sales targets for the past five years and profit margins have increased by 28 percent. I would be delighted to meet you to discuss how I might achieve similar results for you in the position of sales manager and can be reached on tel: 9245 6347. Thank you.

Yours sincerely,

James Wong

Contributed by:

DRAKE
INTERNATIONAL