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Mr Lawrence Lai
Sales Manager
XYZ Ltd.
14/F Central Plaza
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Dear Mr Lai

Re: Direct Sales Executive vacancy

As a recent Business Administration graduate, I have developed a range of skills and experience that will enable me to quickly generate revenue for XYZ Co Ltd. I am therefore very interested in applying for the above position.

From your advertisement, I can see that you are looking for candidates who possess drive and persistence. I have already demonstrated those qualities as a fundraiser for the City University Community Service Society, when I persuaded 56 local organisations to donate raffle prizes for a recent charity event. I had to call organisations up to five or six times in order to find the decision-maker and then called back many times to secure their donation. In the end, the event and the raffle prizes raised more than HK\$25,000 for charity.

I am particularly keen to apply my skills within a sales role, since I respond well to deadlines and targets and like to see tangible results. I offer a range of skills and attributes that will enable me to perform well. These include:

Telephone skills: I completed an internship with XYZ Telecom in June 2002, spending two weeks in the Call Center handling outgoing sales calls. I learned how to communicate professionally on the telephone and my sales performance compared favourably with that of other full-time Call Center staff.

Organisational and planning skills: During my Business Administration degree, I took additional modules in Marketing and Psychology. I also joined the Hong Kong Youth Orchestra and attended eight hours of rehearsals each week. As a result, I had to become extremely organised in order to fit everything in. However, I did not miss a single coursework deadline and obtained an overall 3.9 grade average.

Service skills: Throughout my vacations I worked as a waitress at McDough Fast Food Ltd. I learned how to focus on customer needs and handle difficult customers. I won their "employee of the month" award twice last year.

I have attached my resumé for your review and this should give you some idea of my educational qualifications and experience. However, I look forward to discussing the requirements of the job in further detail at an interview.

Yours sincerely

Sally Chan

Contributed by: