

Writing a Cover Letter

with Jenny Foss



Jennifer Vespes

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Dear (NAME):

Giving people peace of mind has been a cornerstone of my career.

As a technical sales leader, I strive to create work environments that challenge teams while ensuring that each member feels inspired and fulfilled. I work to give clients the comfort of knowing that, without a shadow of a doubt, they're in good hands. And, I maintain an unbending commitment to serving as an ally, evangelist and trusted partner to cross-functional stakeholders and channel partners.

These traits also are what attract me to ABC Cybersecurity – The cornerstone of your business is also giving people peace of mind. And your culture seems to support a similar mindset and approach. I like this about you. I like it a lot.

When I saw that you are seeking a **Director of Presales Engineering, North America**, I decided to introduce myself and share with you the ways in which I could contribute to the transformation and growth of the Enterprise Presales team.

I'm Jennifer Vespes, a senior presales leader within a career built around the SaaS sector. I would be honored to join your team.

What, specifically, would I bring to ABC Cybersecurity in this role?

Inspiring leadership. In my current role as Director, U.S. Presales for Global Tech, I've played a key role in building a team of top-tier sales engineers who interact harmoniously with inside and outside sales teams. These relationships – along with our steadfast focus on maintaining an environment of open communication – has transformed the organization, helped ABC win major enterprise accounts and enabled us to consistently achieve sales growth.

Technical expertise + business acumen. With dual educational background in computer science and business administration (MBA) – along with 10+ years in presales engineering leadership – I offer an advantageous blend of tech and business savvy that enables me to maximize customer satisfaction. Clients feel confident that my counsel will come from a place of strong technical knowledge and a firm understanding of enterprise operations.

Year-over-year success representing large, enterprise clients. Throughout my career, I've delivered sales growth, built some of the largest, most important customer relationships, and retained clients through the most challenging economic times and periods of dramatic organizational change. In 2018, I delivered nearly 22% sales growth, which is particularly notable as we also experienced a reorg last year that required a 25% reduction in our salesforce.

A reputation as a valued thought partner and liaison. My knowledge, focus and unflappable demeanor has led me to become a trusted partner to people across our ecosystem – executive leaders, clients, channel partners and cross-functional stakeholders. It's a role I enjoy, and one I would feel confident stepping into as I get up to speed at ABC Cybersecurity.

My resume will provide specific detail on my presales experience, business aptitude and leadership qualifications. I would also appreciate an opportunity to meet and discuss your goals and challenges further, and share my specific thoughts on how I could help ABC Security continue its forward momentum across the Americas.

Thank you very much for your consideration. I welcome any follow-up questions and hope to hear from you soon.

Sincerely

Jennifer Vespes