Elvis Plaza

1985 Danforth Ave. | Toronto, M4J 1J7 | elvis.plaza@hotmail.com

May 10, 2018

Assistant General Manager

Goodlife Fitness

Toronto, Ontario

*“to keep the body in good health is a duty…otherwise we shall not be able to keep our mind strong and clear.”* – Buddha

Dear Hiring Manager,

Please accept my resume as an application for a career in your institution. I am confident that a position as an AGM within GoodLife Fitness would provide me with an opportunity to utilize both my strengths and experience, as well as demonstrate success and growth within your company.

Goodlife Fitness is without a doubt a successful and growing company, which strives for the same goals and expectations that I maintain for myself, namely, leadership and hard work. As your company continues to be the top gym in Canada, I would proudly bring to the table 2 years of experience in sales and leadership from two very different institutions. During my time in the military, I was given the opportunity to become section commander of a small infantry section with 8 soldiers. My role was to lead, motivate and instruct all my patrons through tactical exercises, field survival tactics, in-class lessons and weapon handling lessons. This, as a result, allowed me to build a solid foundation in leading a small group of people through stressful situations.

The second institute that I have experience in is Goodlife Fitness as a fitness advisor. In this job, It has allowed me to better understand Goodlife’s motto and their institution. As a Fitness Advisor, I learned how to effectively sell memberships to potential members, using a combination of methods taught by GoodLife and of my own experience. Being at a club (Coxwell and Gerald) where the walk-ins are low, has allowed me to fine-tune my outreach abilities, in-club referrals and POS referrals. I have also analyzed my sales technique, to ensure I close every appointment I do receive, allowing for better success for myself and the club.

I believe you can ascertain from this letter that I am an individual who takes pride in my leadership and hardworking skills. My personality, experience and creativity will be an asset within your establishment, and I would like to be given the opportunity to use my skills to benefit your company in this position.

Thank you for your consideration,

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