

Anzal Ashraf

October 31, 2023

BASF

RE: Business Development Specialist

Dear Jan,

I am writing to express my strong interest in the Business Development Specialist position at BASF. With over a decade of experience in the coatings industry, I bring a wealth of knowledge and expertise that I believe would be a valuable asset to your team.

In my current role as a Sales Executive at Multi Products Enterprises, I have had the privilege of representing one of the leading distributors of Axalta coatings, specializing in Cromax and Duxone products. This experience has not only deepened my understanding of the coatings market but also honed my skills in building and maintaining client relationships, negotiating contracts, and providing exceptional customer service.

One of my key strengths lies in my in-depth knowledge of the automotive paint industry. I have a comprehensive understanding of the latest trends, products, and technologies, enabling me to offer valuable insights and recommendations to clients.

I am excited about the possibility of joining BASF as a Business Development Specialist and contributing to its continued success. I am confident that my extensive experience, industry knowledge, and results-driven approach make me a strong fit for this role. I look forward to the opportunity to discuss how my skills and experiences align with your company's goals.

Thank you for considering my application. I look forward to hearing from you soon.

Sincerely,
Anzal Ashraf