Dear Mrs. Lasker,

As a loyal employee of Peabody, I’m excited to formally apply for the Sales Manager position in the Marketing Department. Since starting as a Sales Representative at Peabody four years ago, I quickly mastered the requisite skills for the role, and have helped our department regularly exceed sales goals.

From the beginning I’ve demonstrated an ability to learn quickly and exceed expectations. During my tenure, I’ve developed excellent sales skills, honed my interpersonal abilities, and subsequently helped my department generate a 6% increase in profits this quarter. Additionally, this year has given me the opportunity to sharpen my leadership skills — having successfully onboarded 4 new employees and assumed management over a small direct sales team.

I’ve read the requirements for the Sales Management position thoroughly, and I’m confident that the skills I’ve refined during my time working here paired with my passion for customers and making direct sales make me an ideal fit.

I appreciate your consideration and look forward to discussing this opportunity for promotion with you at your convenience. My supervisor is also happy to meet with you to elaborate on my performance in the Sales Department, and will attest to my qualifications. Please let me know if there’s any other information I can provide that would help with this process, and I’d be happy to provide it to you.

Sincerely,

[Your Name]