SALES MANAGER COVER LETTER SAMPLES

SAMPLE 1

Dear Hiring Manager,

I'm delighted to apply for the Sales Manager position at Retail Ocean, and I'm looking forward to interviewing for this job opening. Working with others for a common goal in a team environment is a highly rewarding career. I have always had a passion for working in the retail industry, and I believe that I would be an excellent fit for this job.

During my previous employment at Crane & Jenkins, I was the Sales Manager for over five years. My sales department experienced significant sales growth each year, which culminated in a 22% sales increase during my five-year tenure. Before I worked at Crane & Jenkins, I graduated with a four-year degree in marketing from Coral Springs University.

I finished in the top 10% of my class and graduated with honors.

Working in the sales industry requires a lot of hard work, patience, and the ability to connect with potential clients. I believe that my prior work experience at Crane & Jenkins has adequately prepared me for the Sales Manager position at Retail Ocean, and I would be a valuable asset to the company. I also believe that practices like always being professional and treating each individual with the utmost respect are essential for experiencing long-term success in the sales field.

Thank you for taking the time to review my resume and cover letter. I'm looking forward to learning more about Retail Ocean, and I hope to meet with you very soon. I believe that my education level, work history, and unique skill set make me a valuable candidate for the Sales Manager position at Retail Ocean, and I hope to advance to the next stage of the hiring process.

Sincerely,

Malik Rabb

SAMPLE 2

[Today’s Date]

[Hiring Manager’s Name]

[341 Company Address]

[City, State xxxxx]

[xxx xxx-xxxx]

[hiring.manager@gmail.com]

Dear [Mr./Mrs./Ms.] [Manager’s Name],

In response to the posting for a Sales Manager at Epic Scope Technology, I am writing to demonstrate my interest in this position. Based on my many years in sales, marketing, management, and customer service, I believe that I have the necessary expertise and qualifications to fulfill this role. I am both proficient and competent in my skills and knowledge.

As the present Sales Manager at Babcock & Wilcox, I have had experience in recruiting, training, and developing my sales team nationally. I understand what it takes to manage a team, develop strong relationships with clients, efficiently meet sales quota, and maintain a vibrant and ambitious attitude as a representative for my company.

For the past 7 years as the Director of Sales, I persistently exceeded quotas and generated sales of at least $120,000 per fiscal quarter. I’m confident in my abilities to do the same and perform well for Epic Scope Technology. I’ve also managed a sales team and have trained each of them to be a motivated sales representative for my company. I’ve successfully taught strategic sales and operations to my team, applying effective sales tactics that have proven to exceed quotas. With this managerial background, I can certainly achieve the same as a Sales Manager for Epic Scope Technology.

I understand that Epic Scope Technology is growing rapidly in the tech industry, and you have recently merged with Slackpot Productions Inc. — which has a huge focus in both design and technology. I have been in the product design industry for many years and understand both fields very well. With my industrial knowledge in both design and technology, I can easily and effectively meet sales objectives for Epic Scope Technology.

It is with great interest and enthusiasm that I apply to this position. With my strong work ethic and proactiveness, I believe that I can contribute tremendously to Epic Scope Technology. My sales and managerial background, in addition to my industrial knowledge, makes me the perfect fit for this job.

Thank you for your time and consideration. I sincerely hope you will allow me the opportunity to prove my skills and experience through an interview. I look forward to hearing from you.

Sincerely,

[Your Name]

SAMPLE 3

Dear Mr. Moore:

Success in the world of sales requires perseverance, profit-driven focus, and exceptionally honed interpersonal skills. As an experienced professional with a strong history of managing client relationships and drastically increasing revenues, I stand in a prime position to significantly contribute to your objectives as your next Sales Manager.

My experience in securing new customers, analyzing market and competitive trends, negotiating and closing profitable deals, and nurturing beneficial relationships positions me to substantially impact your organization. By leveraging product expertise and keen insight to implement strategic sales and marketing solutions, I excel at connecting with key decision makers and quickly building profitable, lasting partnerships that sustain revenue growth.

Following are highlights of my qualifications:

Consistently outperforming corporate sales and revenue goals through the development of aggressive and successful business initiatives and effective sales team leadership, propelling drastic sales revenue increases while minimizing corporate expenses.

Recruiting, training, and managing top-performing sales teams and coaching staff to achieve goals in alignment with corporate objectives.

Forging trusting and enduring relationships with customers, management teams, and peers to maximize client retention and satisfaction.

Utilizing superior team leadership, communication, and organizational skills to achieve maximum sales and the highest level of customer service.

My dedication to creating solid and productive partnerships, along with my steadfast motivation to meet or exceed sales goals, characterizes my career accomplishments. These skills, combined with my articulate presentation talents, will allow me to greatly benefit Sillam’s sales team. I look forward to discussing this position in further detail. Thank you for your consideration.

Sincerely,

Cheryl Aguirre

SAMPLE 4

Dear Mr. Harris,

Let me tell you why I’m so excited to apply for the sales manager position at Canton & Litman. When my supervisor at Poulin International challenged me to raise revenue by 10% in my first 60 days, I didn’t think we’d make it. In the midst of a down market and with supply-chain issues, I thought staying level would be hard enough. However, through a mix of behavior-based coaching and other tools, I **drove my team of 18 to grow revenue by 15% in 50 days.** From there, we went on to set new sales records in at least 3 quarters per year for the next 5 years.

Your ad states that you’re looking for a sales manager with 5 years of experience and skills in **building teams, driving marketing campaigns, and creating sales strategies for new products**. In my 5 years as sales manager at Poulin International, I developed our entire multinational sales team from the ground up. I also conducted marketing campaigns with budgets of over $1M, and developed strategies to bring 15 new products to market in the Consumer Packaged Goods industry.

Canton & Litman is well-known as a leader in the CPG field. I believe working in the sales manager role there would give me the resources to extend my previous successes. Could we set up a meeting next week to discuss how my skills in financial forecasting, database management, and leadership can help grow your revenue by 20% per year over the coming decade?

Best regards,

Clara Scofield

816-401-1892

clarazscofield@gmail.com

SAMPLE 5

Dear Mr. Smith,

As a longtime fan of Big Global Company’s high-quality products and top-notch customer service policies, I was excited to see an opening for the Sales Manager position. In my previous role as an award-winning sales manager at Ecom, I reduced customer acquisition costs (CAC) of main accounts by more than 20% and facilitated a new targeted email campaign that increased lead generation by 35%. I believe a position at Big Global Company is the right choice for my skill set, experience, and career goals.

My primary goal is to drive revenue, increase customer retention, and find creative new ways to generate more leads for a customer-focused global leader in the eCommerce industry. I’m especially interested in the culture, innovation, and potential for future development with Big Global Company. Your job listing specifies that you’re searching for a leader to generate new wholesale leads in the Gift Grocery channels, create a mentorship program within the sales team, and optimize Customer Acquisition Cost (CAC). My track record at Ecom proves that I have those necessary skills:

* **Generate new wholesale leads:** Created targeted email campaigns and showcased products at various trade shows, including New York Now, Stylemax, Las Vegas Market, Rocky Mountain Gift Show, and the Atlanta International Gifts Home Furnishings Market
* **Create a mentorship program:** Implemented quarterly team-building activities and created an incentivized education program
* **Optimize CAC:** Completed a thorough analysis of existing acquisition methods and presented a plan to cut low-performing channels that hemorrhaged funds, effectively cutting CAC of main accounts and repurposing those lost funds toward channels that were performing well

I look forward to discussing how my strategic management, analytical perspective, and experience demonstrating products at trade shows can translate to cost savings and targeted lead generation for Big Global Company over the next few years.

Best regards,

Jane Doe

Sales Manager

123-867-5309

janedoe@gmail.com