Clara Scofield

Sales Manager

2075 Elliott Street

Kansas City, MO 64101

816-401-1892

clarazscofield@gmail.com

linkedin.com/in/clarazscofield

4/8/20

Oscar Harris

General Manager

Canton & Litman

907 Better Street

Kansas City, MO 66101

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

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