**Eric Morris** [Street Address] New York, NY 55900 | 123-456-7890 | [Email Address]

**Today’s date**

Mr. Mark Jay, Human Resources director

ABC Company

Address, City, State, zip

Dear Mr. Jay,

Sales is my name and my game, and I thrive on meeting new clients and maintaining ties with the old ones.

I’m naturally extroverted and I’ve seen that I have a natural report with most customers – I “get” them and understand what they want. When I was the field salesman in each of my jobs, sales increased by 10% - 22%.   
I don’t use high pressure sales techniques that result in sales and then returns. I specialize in selling the correct product the first time around.

My attached resume highlights my professional experience:

My closing accounts with new customers (making the presentation, answering questions, drafting fair contracts, and following up to ensure exceeded expectations), contacting previously new clients to make sure they’re satisfied with our products (and to introduce them to new products they might be interested in!), and training new salespeople in our effective but not aggressive techniques. I am open to traveling and work equally well as part of a team or alone.

So, Mr. Jay, thanks for your time in reading my cover letter and resume. Please let me know what time works for you that we can meet to talk about the possibility of my employment at ABC Company.

You can reach me at 123-456-7890 or at [Email-Address].

Sincerely,

Eric Morris