**Herbert White** [Street Address] New York, NY 55900 | (555).555.5555 | [Email Address]

**Today’s date**

Mr. Edwin Carpenter, Sales Director

ABC Company

Address, City, State, zip

**Re: Candidacy for Sales Representative Job Opening**

Dear Sir,

Greetings!   
I’m contacting you regarding the position of sales representative for your new line of XYZ.   
As a friendly and energetic sales rep with 16 years of experience on the eastern coast, I’d like to ask you to take a look at my attached resume.

You’ll see that I have a record of terrific customer service and optimizing sales to both long-standing and new clients. Although my territory until now has been the eastern coast, I’m willing to travel further in order to broaden the company’s client base.

Highlights of my professional career include:

* Preparing marketing plans.
* Contacting clients and making presentations.
* Demonstrating our products at trade shows.
* Writing sales contracts.
* Efficiently resolving customer concerns.
* Overseeing delivery of products, and reporting on sales activity.

Additionally, I enjoy training new salespeople, initiating campaigns to move stock, and creating new sales strategies.   
I usually exceed sales goals, and communicate well with team members, logistic staff, tech service, and management.

I’d really like to give us both a chance to meet each other and discuss the benefits each side can bring the other! For more information, please be in touch with me.   
My contact information is right there at the top of this page.

Sincerely,

**Herbert White**