[Today's Date]

Harry Harrison
VP Sales
Ramsey Turbines
Smithtown, Nevada
Dear Mr. Harrison

Your ad for a sales manager in Craig's List on [date of ad] caught my attention. I am interested in applying for this position.

I have more than nine years' experience recruiting and managing a dynamic telesales team at Northco mobile storage, generating company records of $25 million in sales volume each year for the past five years. The sales manual I developed is now used company-wide to train sales reps and won an award for best sales training aid at the 2004 Sales Managers Association meeting.

I've researched your company and product line and like what I've seen about your product line on your Website. Your goal to increase sales by 30% this year by developing a telesales department is a challenge I'd like to help you meet. Your company is one I'd like to be associated with and I'm confident I have the qualifications you can use.

As you can see from my enclosed resume, I've had three positions as sales manager where I developed successful teams and substantially increased each company's bottom line.

I'm eager to take on a new challenge, roll up my sleeves and go to work for you. When can we set up a meeting?

Sincerely,

Ralph Richards

ralphrichards@gmail.com
(123) 456-7890