***Walter Murphy***

**[Street Address] New York, NY 55900 ⬩ H:555-555-55555 M: 333-333-33333 ⬩ [Email Address]**

**Today’s date**

Ms. Christine Reed, Human resources director

Company name

Address, City, State, zip

Re: Job Posting – Sales Associate

Dear Ms. Reed,

I have the pleasure of sending my resume to you in response to your job posting today for a sales associate.   
You say that you’re looking for a reliable and hardworking, experienced sales associate with excellent customer skills and this is exactly how my supervisors describe me.

In my current position, I amassed a lucrative and loyal customer base through networking, cold calling, and referrals.   
After constructing an annual business plan with my superiors, I implemented these plans through meeting with clients and providing product demonstrations, answered their questions, and closed on the sale. In addition, I conveyed customer feedback and suggestions for modifications of products back to the executive level, and recommended further improvements.

I developed a Promotion of the Month campaign, which resulted in a 12% increase in sales, and prepared end-of-the-year reports for management’s analysis.

From what I’ve heard of your company, my acceptance as a sales associate should match the company’s goals, increase customer satisfaction, and augment sales.

Please be in contact with me in the near future and I’ll be happy to come in person for an interview.

Sincerely,

**Walter Murphy**

**Enclosure:** Resume