Larry Adams

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| [Street Address] New York, NY 55900 | Email: yourname@vmail.com | Phone: (555) 555–5555, Mobile: (333) 333-3333 |
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**Today’s date**

Mr. Jeffrey Walker

Company name

Address, City, State, zip

RE: Sales Executive Job Posting

Dear Jeffrey Walker,

My extensive experience in sales and marketing piqued my interest in your job posting in Retail Revenues for a sales executive for [company name].

As my resume states, I have 14 years of experience in achieving my company’s goals and accomplishing new developments in its business.   
I function well under pressure, communicate very effectively with team members and senior management, and am a professional negotiator.

Highlights of my career are consistently exceeding annual sales targets through preparing and negotiating new contracts and attracting new customers.   
In addition, I identify opportunities for the development of new products and assist in bringing them to market.

My customer relationship experience includes:

* Cementing close relationships with our existing client base.
* Monitoring customer’s their satisfaction.
* Being available to address any issues.
* Identifying additional opportunities for serving clients and increasing our company’s revenues.

My focus on communication results in organizing data and sharing it with staff, motivating sales associates to increase profits, and giving presentations at group meetings and conferences.

It would be my pleasure to meet with you as well as sharing with you some ideas which could be of interest to your company, and determine my suitability for the sales executive position.

At your service,

Larry Adams

**Enclosure:** Resume