**Ryan Morgan**

**🖂 Street Address, New York, NY 55900 🕿 (555) 555-5555 🖂** **[Email Address]**

**Today’s date**

Mr. Raymond Green, Human Resources Director

Company name

Address, City, State, zip

**Re: Sales Manager Position, Advertised in Retail Review Journal**

Dear Mr. Raymond Green,

In reference to the job posting this weekend in the Retail Review, I attach my resume for your attention.

I have had extensive experience in managing sales teams over the past 15 years and am enthusiastic about the opportunity to launch new IT projects in your company. I would like to use my strong sales and managerial abilities for the benefit of your company and take on the challenges of expanding your product line and client base, as mentioned in the job posting.

My past experience has included such diverse areas as accurately projecting the sales of new products and determining pricing, training new sales staff, and preparing client surveys and analyzing feedback.

My assistance in handling critical sales issues resulted in their resolution and I ably represented our company at trade shows, forging lucrative ties with new clients.   
I developed different sales approaches based on fluctuating market conditions, which turned an anticipated weak quarter into one of our strongest. I collaborate well with team members, clients, and upper management, and function capably under stress.

I’m confident that my skills, education, and knowledge are a good match with the requirements in your posting and look forward to meeting you for an interview to learn more about your company and how I can contribute to its continued growth.

Cordially yours,

**Ryan Morgan**

**Enclosed: Resume**