

John Smith

123 Elm Street ■ Anytown, ST 00000 ■ (123) 456-7890 ■ johnsmith@hotmail.com

September 28, 2004

John Doe, President
Sales Division
XYZ Pharmaceuticals
123 Third Avenue
Anytown, ST 00000

Dear John:

When I left XYZ several years ago, I thought I wanted to pursue a lifelong interest and become a police officer. However, after two years in law enforcement, I realize that I enjoyed working in sales much more than I do in law enforcement and am interested in returning to the sales field. In particular, I have my eye on a position as a Territory Representative with XYZ.

Although you are already somewhat familiar with my qualifications, I realize you have worked with dozens of sales people since I left XYZ, so I have highlighted below what I believe are the strengths and experience which would be of particular interest to you:

- Three years of sales experience, including almost two years of experience in pharmaceutical sales for XYZ where I was responsible for sales and marketing of new and existing drugs to more than 400 physicians.
- Ability to achieve and increase sales performance to exceed quotas and goals. My sales group at XYZ always met or exceeded the sales goals desired.
- Excellent communication skills; able to establish productive, long-term relationships with decision-makers. I was well-liked and was able to establish effective relationships with the physicians in the territory I serviced.
- Resourceful and trainable with readily transferable skills. Of course, I have already completed training programs at XYZ and am well-aware of the required sales conferences, training classes and self-study one must complete in order to learn the necessary medical and product information to improve sales skills and performance.
- Highly self-disciplined with ability to prioritize tasks and work independently with minimum supervision.

I have attached a copy of my résumé, which offers more details about my qualifications and accomplishments. As you read my résumé, I hope you will find my qualifications desirable and consider me for any sales positions currently available at XYZ. I hope to be hearing from you soon. Thank you for your consideration.

Sincerely,

John Smith

enclosure