

Resumagic.com: Cover Letter in Response to a Classified Ad

Advertisement: "**Regional Sales Manager:** BS/BA degree and a minimum of 7 years successful sales experience. High energy and initiative and a consistent record of achieving superior business results. Effective in-depth selling skills and negotiating techniques. Solid business and financial acumen and interpersonal skills. Strong results orientation. Team player. Effective oral and written communication skills. Knowledge and experience in structured wiring, home automation products and the residential building industry preferred. Experience in selling to large Distributor/Distribution channels preferred. Travel required."

Jane Smith

123 Elm Street • Anytown, ST • (123) 456-7890 • jane_smith@email.com

August 30, 2003

Mr. Frank Wilson
Director of Sales and Marketing
Acme Corporation
1234 Elm Way
Anytown, ST 12345

Dear Mr. Wilson:

I am very interested in applying for the Regional Sales Manager position you are currently advertising in the *XYZ Newspaper*. Below you will find my qualifications matched with your requirements:

1. Experienced in sales. For the past ten years, I have worked in the sales field for ABC Services in their sales and marketing division.
2. Knowledge of structured wiring and home automation products. For six years I have been responsible for the XXX line, which consists of home automation products. I have gleaned a significant amount of knowledge about structured wiring as a result.
3. Experienced in selling to large distributor / distribution channels. Our entire product line is handled through large distribution channels. My sales experience for the last five years has been selling exclusively to large distribution channels.
4. Communication skills. As the winner of several awards for exception sales ability, I believe that my selling and negotiating skills are above average. In addition, I have trained more than 325 personnel in sales techniques and have conducted numerous sales seminars. My performance reviews reveal that I get along well with management, co-workers and clients.
5. Business degree. I have a BS in Management from Name of University and will complete my master's degree in Management in May 2003.
6. Ability to travel. I am accustomed to traveling more than 50 percent of the time as part of my job duties.

I have attached a resume, which offers more details about my qualifications and accomplishments. I look forward to hearing from you soon. Thank you for your consideration.

Sincerely,

Jane Smith

Jane Smith

enclosure