Valerie Applicant

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September 1, 2018

Christopher Lopez

Director, Human Resources

Merrick Pharmaceuticals

123 Business Rd.

Business City, NY 54321

Dear Mr. Lopez,

It was with much interest that I learned from Joe Greene, your Assistant Director of Marketing, that Merrick Pharmaceuticals is currently increasing its sales force. As a Sales Representative with 5 years’ progressive experience establishing a powerful network of long-term relationships with outside clients in the metro Chicago area, I am eager to transfer my sales talents to the field of pharmaceutical sales.

The skills and training I can bring to this position are unique. Although I have successfully built a reputation as an engaging and productive Sales Representative for the software industry, in college, I minored in Microbiology. I can thus bring to you not only proven consultative sales skills, but also an understanding of laboratory protocols and scientific terminology which will ensure my swift mastery of the applications and counterindications of your line of diabetes medications. A few of the qualifications I bring to the table include:

* A consistent record of heightening YOY sales production for my current employer, Genius Software Solutions, generating $1.6 million in sales over the course of the past twelve months.
* Enthusiastic pursuit and capture of Genius’ top annual sales awards for the past three years running.
* Solid experience planning and executing exciting trade shows to increase brand awareness, build contact lists, and capitalize on rising industry trends.

My clients will tell you that I am both perceptive and analytical in discerning and responding to their individual needs – because I perform extensive client research well before our initial contact, it is easy to swiftly build rapport and make effective use of narrow appointment windows. I also work closely with our internal sales and R&D teams to guarantee that my knowledge of both our current and emerging product lines is spot on.

Eager to learn more about the challenges and growth opportunities you offer your sales team members, I would be grateful for a personal interview. Thank you for your time, consideration, and forthcoming response.

Sincerely,

Signature (hard copy letter)

Valerie Applicant