

Dear \_\_\_\_\_,

If you are seeking a sales and marketing professional with proven experience in building Sales teams, developing successful sales and marketing strategies, and closing sales, I'd like to make a strong case for myself.

With more than 12 years of combined experience driving new business development and managing fast-paced sales and marketing operations, I have developed the type of skills that are particularly effective at satisfying customers, increasing revenues and closing sales.

I am contacting you as I believe it is time for a change. Due to a company reorganization, my current position as Director of Sales with \_\_\_\_\_ is being eliminated.

**Of particular interest to your firm:**

I have demonstrated my strategic ability through successful strategic and tactical marketing planning, product portfolio management and customer retention, print and electronic media promotion, product refinement and life cycle management, market opportunity identification and positioning, lead generation and inside sales, and corporate marketing communications.

I have consistently contributed my leadership skills in a corporate setting, while managing the creative process, motivating and empowering team members, fine-tuning marketing plans, and juggling multiple projects. I am a proficient top manager and profit-minded leader.

Time and again, my initiatives have resulted in increased awareness and press coverage, successful advertising campaigns, and winning branding strategies.

I am particularly interested in Director of Sales, Director of Marketing, Director of Business Development and Lead Generation positions. I have attached my resume for your review. I am open for relocation depending on the available opportunity.

I'd like to meet with you to discuss adding value to one of your Divisions as I've done for my previous employers. I'll contact you soon to arrange a meeting. Should you wish to contact me before then, I can be reached at 555-111-1212 or via email at [mike.smith@gmail.com](mailto:mike.smith@gmail.com).

Best regards,