

## Example of a Cover Letter

Kevin A. Smith  
3736 Mitchell Drive  
Ft. Collins, CO 76809

August 6, 2015

Mr. William Fowler  
Vice President of Sales  
The Dixon Company  
199 Commerce Way  
Boulder, CO 76821

Dear Mr. Fowler:

With this letter, I wish to express my strong interest in working with The Dixon Company as a regional sales manager. After seven years in sales management and customer service, I believe I would bring several areas of competence to The Dixon Company. Accordingly, complete résumé detailing my professional background is enclosed for your review and consideration.

In my current position, it is my responsibility to recruit, motivate, and train my staff to ensure that high quality and desired goals are obtained. In addition, I oversee the business development of all new products with bottom-line accountability for established profit goals. It is also my responsibility to maintain the integrity of the account base through sound credit decisions.

In this assignment, I opened a branch in a new market and doubled the account base in six months, reaching 150% of the expected growth and 200% of the profit goal. I accomplished this by leading the staff in effectively cross-selling our product line and providing exceptional customer service. This is just one example of how The Dixon Company might benefit by our mutual alliance.

I would very much like to speak with you about the sales management opportunities and the ways you can utilize my expertise. Please expect my call on Wednesday, March 25th to arrange a convenient time to discuss that and more. I look forward to speaking with you then about opportunities in the southwestern or midwestern United States.

Sincerely,

Kevin A. Smith  
kas  
Enclosure

**You'll notice it does not say, "I look forward to hearing from you" or "Please call me at your earliest convenience." You must stay in the driver's seat.**