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Richard Green  
Hiring Manager  
Dayjob Ltd  
120 Vyse Street  
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19<sup>th</sup> March 2012

Dear Mr Green

As a manager with a broad based managerial and retail background, I would like to present my resume in consideration for your Retail Managers position, which was advertised this week on the [www.dayjob.com](http://www.dayjob.com) website.

Your company's reputation within the retail industry suggests that you only employ staff of the highest calibre. It is for this reason more than any other that I would jump at the chance of joining an esteemed institution such as yours where hard work is acknowledged and rewarded.

Having over five experience of working for leading high street retailers, I possess a variety of retailing skills that I feel will prove to be highly valuable to your company. The consistent theme throughout my career has always been my ability to drive operational, visual and customer service standards to the highest levels. I also possess creative flair as well as first class communication skills, and am able to quickly identify fashion trends and exploit retailing opportunities.

However what really sets me apart from other candidates is my proven ability to maximize business opportunities, develop my staff to deliver greater service and my long track record of hitting sales targets. As someone who recognises that success starts with people, I would also like to point out that I specialise in staff selection, retention, training and performance monitoring, all of these are vital in ensuring that my team is always a skilled, capable and motivated workforce.

I firmly believe that my combined experience and competencies can make an immediate and positive impact on your business. I realise that this letter alone may not sufficiently convey all my abilities, therefore I would appreciate the opportunity of a personal interview with you, where I will be able to demonstrate my suitability further and in more detail.

Yours sincerely

Tony Morris

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