

Tracy Jones

Sales Assistant

*Sean Merchant
Hiring Manager
Dayjob Ltd
The Big Peg
Birmingham
B18 6NF*

Date: 24th June 2012

Dear Mr Merchant

Your company recently advertised on the dayjob.com website for a Sales Assistant. After reading the job description I am confident that I would be a perfect fit for this position as my experience and abilities precisely match your requirements.

Without wishing to sound boastful I feel that I come to you with a background that is unique and distinctive from other applicants. I possess a strong desire to build a career within this industry and to learn more about the retail market. I also feel that my expertise on products that I am selling coupled with my enthusiasm allow me to inspire customers to make a purchase. These points coupled with my proven ability to have prepared me well for a position at your company. My core strengths include, but are not limited to the following:

- Maximising revenue by up-selling & encouraging customers to purchase accessories/insurance etc.
- Delivering results on time, within budget, and to the highest specification.
- Being able to quickly build a rapport with customers.

For additional information about my capabilities please view my attached resume.

Right now I want to work for a reputable and exciting company like yours where there will be a big stage for my talents. Therefore I would welcome the chance of an interview, where we would be able to discuss in greater detail the value and strength I can bring to your already successful company.

I thank you for your time and I look forward to hearing from you.

Yours sincerely

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