

**Karen  
Smith  
Sales  
Manager**

Karen Cunningham  
Hiring Manager  
Dayjob Ltd  
120 Vyse Street  
Birmingham  
B18 6NF

Date 17<sup>th</sup> September 2012

Dear Ms Cunningham

Kindly accept this application from a talented and capable applicant who wishes to apply for your Sales Manager vacancy which was advertised on the dayjob.com website today.

I would bring to your company real life experience of the following areas, .....,  
..... and ..... . All of these being fields mentioned in the job advert. On top of this I have a knack for discovering and understanding new technologies or trends and understanding how they can be adopted for our clients.

With my present employer I have consistently exceeded all goals set for me, and am valued for my hard work, reliability, tenacity and ability to come up with solutions to problems. A good illustration of this is where I .....

My core strengths include, but are not limited to the following:

- Having a proactive sales approach and always thinking up of new ways to work with clients.
- Listening before I talk, ask pertinent questions and then focusing on solutions.
- Work with senior contacts and develop campaigns.

I would be grateful for the opportunity to demonstrate my capabilities further at an interview. Please feel free to contact me to arrange a meeting at your earliest convenience. In closing I would like to thank you for taking the time to consider my application, and I eagerly look forward to hearing from you.

Yours sincerely

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