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|  | **Your Name**Street AddressCity, Post CodePhoneEmail |
| **Recipient Name**Job TitleCompany NameStreet AddressCity, Post Code |  |
|  | Date |
|  | Job title vacancy, reference number |

Dear [Ms. or Mr. Surname],

(SAMPLE TEXT) As Deputy head of sales for (company name), I have over 5 years' experience selling (specific types) products into Foodstuffs, and Progressive Enterprises, including nationwide product launches with $50,000 marketing campaigns. I have a network of strong relationships with category managers, supermarket owners and store managers that makes me perfectly positioned for this crucial role in your company. I would like to take this opportunity to outline why I would be an asset to your sales department.

I joined (company name) in 2013 as their West Coast sales representative, before being promoted to South Island sales director and then national deputy head of sales. In this critical role, I work closely with senior management, and the product development and marketing teams to get our products into major retail channels.

Some of my notable achievements with (company name) include:

1. Expanding ranges for (product name) from CBD stores into the suburbs, generating 57% growth in sales
2. Successfully selling a new product range into New World stores

In my current role, I was responsible for successful advertising campaigns to promote (product name), including briefing and supervising the creative and production agencies who worked on the project.

I am looking at a number of opportunities offering packages ranging from $65K to $75K. Although the salary on offer will not necessarily be the deciding factor, I will be seeking a package that reflects my worth.

Please do not hesitate to contact me at 123456789 or name@email.com to arrange an interview to discuss my application in greater depth.

I look forward to hearing from you, and I would like to thank you for your consideration

Yours sincerely,

Your name