

Mr Greg Marsden
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Tel: 07123 456 789

25 July 200X

Mr/Mrs Full Name
Title
Company Name
Address: Line 1
Address: Line 2
Postcode

Dear Mr/Mrs Surname

<Company Name> is one I have followed closely over the years and one that I hold in high regard. As both my background and personal life are sport and leisure dominated, I would relish the opportunity to work in this sector. I would be particularly interested in working for <Company Name> as <xxxxxxxxxxxx>, and as such, I am writing to establish whether you have any opportunities for a National/International Sales Manager.

As you will note from my enclosed CV, I have a Sports Science degree and over ten years' experience working in both sports leisure retail and manufacturing industries. I am eager to utilise my sales experience and successes, combined with my educational listings and match it to products that I can directly relate to and use within my personal life.

As the National Territory Sales Manager for Newmans, I have strengthened our position as a leading supplier of alarm systems to the UK and Scotland, maintaining and continuing sales growth within the company's core product lines. Additionally, I have introduced new products lines previously viewed as non-viable before within my territory of responsibility and doubled the company's product turnover in a four-year period. Imagine what I would be capable of doing for a product that I have a strong product desire for!

Previously at Discover Sports, before advancing to Area Sales Management, I was often utilised as a troubleshooter to turn around under-performing stores. One of my biggest successes was taking the Ealing store from bottom ten to top ten within just nine months.

I have a strong track record of improving sales, strengthening sales teams and bringing new and innovative ideas to a business. Moreover, I have experience of working with leading players; I am loyal and have long-term vision.

I am now looking for a new challenge within a dynamic, growing organisation and am willing to relocate for the right opportunity. As someone that is 100% committed, driven and enthusiastic, I am confident that I would make a significant contribution to <Company Name>.

I would welcome the opportunity to discuss my application further and I look forward to hearing from you in the near future.

Yours sincerely

Greg Marsden

Enc CV