

[Your Name]  
[Street Address]  
[City, ST ZIP Code]  
January 15, 2014

[Recipient Name]  
[Title]  
[Company Name]  
[Street Address]  
[City, ST ZIP Code]

Dear [Recipient Name]:

A mutual acquaintance, David Jaffe, recommended that I contact you regarding a possible sales opportunity with Fabrikam, Inc. I have taken the liberty of enclosing my resume for your review. Thank you in advance for your consideration.

I now realize that I have been missing my calling. I am a strong sales professional with solid technical skills, but I have not been selling technical products. As sales manager for Contoso, Ltd., I must have sent two dozen people to your company to purchase your cellular phone (and they bought it!), after they saw the slick phone that I use, which I purchased from you.

Now here's the irony: I get more excited promoting your phones than I have ever gotten from promoting anything I've ever sold, and I've been successful in all my sales endeavors. This is why I would like to pursue a sales position with Fabrikam, Inc.

I have more than 20 years of successful sales experience. I offer you the following:

- A strong closer; excellent cold-canvassing and market development skills
- A professional demeanor
- A strong network of contacts
- Enthusiasm and high energy

Although my resume is quite detailed, it cannot fully profile the manner in which I have been successful. This can only be accomplished in a face-to-face meeting where we can exchange information and examine whether there might be mutual interest. I will call you in the coming week to arrange an interview. Again, I thank you for your time and consideration, and I look forward to meeting with you soon.

Sincerely,

[Your Name]  
[Title]

Enclosure

[Recipient Name]  
January 15, 2014  
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cc: David Jaffe