

Robert Jones  
2121 S. Orchard Street  
Los Angeles, California 92612  
Home: 949-222-1212 Work: 949-222-3300  
rjones@aol.com

Mr. Bob Smith  
Director, Sales and Marketing  
ABC Company  
123 Main Street  
Los Angeles, California 92612

Dear Mr. Smith:

This cover letter and my enclosed resume are submitted in response to your advertisement in Marketing Today for the Manager of Sales and Marketing position. Over the past ten years, I have built a successful career in the sales and marketing of industrial products.

To address the specific requirements for the position, I offer the following accomplishments for your review:

**Solid sales track record** - Increased sales from \$60,000 to \$6 million over a four year period.

**Establishing relationships with potential customers** - I have built close relationships with several key executives and industry leaders.

**In-depth understanding of the industrial market** - My participation in industry conferences has kept me informed of new product development and changing market situations.

**Communication skills** - I have designed and developed numerous strategic business plans that have led to successful sales campaigns throughout the industrial products industry.

I look forward to the opportunity to discuss the above accomplishments as well as my additional qualifications for the position.

Sincerely,

(sign name here)

Robert Jones

(Enclosure)