

JOSEPH TAN

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Dear Mr. XXX,

Application for the Position of Sales Director

My name is Joseph Tan and I'm a veteran sales director within the IT industry. Over the past 15 years, I've consistently exceeded my sales targets at bluechip firms such as HP, Microsoft and most recently, Salesforce.

As a **senior sales director**, my role is more strategic in nature. I focus on identifying macro trends within the software industry, identifying key customer pain points, our unique product selling points and generating suitable marketing materials and sales scripts to empower my sales teams.

Besides empowering my staff, I've also honed my skills in hiring the right talents to build high performance sales teams. My years of hiring have enabled me to create unique rubrics for identifying talent which are a right fit for the organisation. Due to the high paced nature of the IT industry, I value quick learners who can adapt to ever shortening product cycles.

Here is a brief history of my work experiences:

- In my current role as **APAC Director** with Salesforce, I'm charge of growing our CRM solution sales for Medium and Large clients within the retail space, across APAC. Over the past 3 years, my team and I have increased our revenues from this segment by 400%. We've captured a monthly recurring revenue of over 40 million USD thereby cementing our position as the market leader.
- In my previous role as **Regional Director (MS Dynamics)** for Microsoft, I once again specialised in leading teams to penetrate the CRM market focusing on Enterprise clients within South East Asia. After building a team of 20 from scratch, we exceeded our sales targets by 140% consecutively for 7 quarters.

I'm deeply passionate about the IT segment in Asia and believe the wave is just starting. I bring years of experience, honed from best practices at the of biggest tech companies in the region.

Attached is my resume with several customer referees. These are all excellent executives who I've had the pleasure of working with. Do feel free to contact them.

I've spent some time studying your market segment and your positioning. I do have several ideas on how you can further grow your market share at an affordable cost. I look forward to the opportunity to discuss this with you at an interview.

I look forward for an opportunity to meet and discuss further. Thank you for your time in considering my application.

Yours sincerely,
Joseph Tan