

JOHN DOE
| +852 9123 4567 | name@gmail.com |

Dear [Hiring Manager's Name],

[If you know the hiring manager's name, personalise and address them directly. LinkedIn job ads, for example, often state the name of the person posting the ad.]

Application for the Position of Marketing, Sales & Business Development Director

I am writing to express my interest in the position of **Marketing, Sales & Business Development Director** at XYZ Co. Through my >12-year career, I've come to specialise in spearheading and implementing winning sales, marketing & business development plans for [industries] in high growth markets across Asia Pacific. I excel at commercial negotiations and client relations, and am highly familiar with utilising trade marketing, channel marketing, and market penetration strategies to deliver sustained business growth. As such, I am confident I am an ideal candidate for XYZ Co. [Summarise your work experience as a marketing, sales & business development director, which will help give the hiring manager an idea of what you can do.]

- Presently, I am **Senior Sales & Marketing Manager** with 123 Inc, where I lead marketing and commercial strategy across all channels in 4 Southeast Asia markets, overseeing a cross-functional team of 6, and managing a HKD3M budget. Amongst my various achievements during my tenure, I am most proud of having **spearheaded business penetration into new market segments, securing 5 new client accounts that brought in annual sales revenues of HKD8M**, as well as **increasing [Name of product/category] market share by 30% through expansion of sales channels** [Cite a recent achievement that has quantifiable metrics to support your capabilities, but do be mindful of your company's confidentiality clause!]

I'm positive that my background in marketing and business strategy, coupled with my practical experience building high-performing teams and definitive revenue and sales growth strategies, will allow me to contribute effectively to XYZ Co.'s continued performance, particularly by designing new business development initiatives that will propel growth of XYZ Co.'s market share. [Focus on complementary skills that were not previously mentioned, but are directly relevant to the target role, which the firm could be looking for.]

I am thrilled at the possibility of being part of such a renowned firm, and would love the opportunity to meet with you and discuss the value that I can bring to XYZ Co. I appreciate your time and consideration, and I look forward to hearing from you. Please feel free to contact me at any time via mobile at +852 9123 4567 or by email at name@gmail.com. [Wrap up with your contact details, so that the hiring manager can easily follow up with you.]

Yours sincerely,

John Doe