

JOHN DOE
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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 Regional Lead, Sales Mastery

It is with great enthusiasm that I submit my application for the position of **Regional Lead, Sales Mastery** at 123 Corp. Through my 5-year career, I've come to specialise in consultative sales development, lead generation, pipeline management and strategic growth across multiple industries. I've leveraged my experience in digital and social media marketing campaigns, increasing quarterly sales by 30% in total revenue through my tenure in various MNCs, and I am confident that I will be able to continue implementing effective training programs and sales tools to secure lucrative deals for 123 Corp. [Front-load the cover letter with enthusiasm, critical skills and metrics. Show how eager you are to join the company and the value you bring to them. Link your experience to the company and/or industry where possible by highlighting projects, campaigns or responsibilities in areas of interest to the employer.]

- Presently, I am a **Financial Services Manager** with ABC Inc., where I lead the sales team in selling B2C insurance and investment products to mass market and high-net worth clients across APAC, generating annual revenue of up to USD2.5 million. In addition, I have implemented various sales training programs such as seminar style sales channel and developed new sales kit for business prospects including training sales executives on optimal utilisation during roadshows and sales negotiations.
- Amongst my various achievements during my tenure, I am most proud of having **achieved 90% of sales target and secured more than 150 new customers within 1 month through implementation of new seminar style sales channel, including designing of training materials and reporting tools, and teaching seminar style selling to sales executives.**

[State an achievement with quantifiable metrics to demonstrate your capabilities, but keep confidentiality clauses and NDAs in mind!]

123 Corp. is globally known for its exceptional advertising sales business, which is a key aspect within 123 Corp. in helping organisations increase their brand awareness and drive revenue growth. My background in sales operations and sales training, coupled with my practical experience in strategic development will allow me to contribute effectively to 123 Corp.'s continued growth and performance, particularly by developing and executing appropriate

Go-To-Market sales strategies that will thrive amidst the rapidly changing business climate we are facing today.
[State skills relevant to the targeted role, but not mentioned above. The firm could be looking for them, even if they don't explicitly mention them.]

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 *123 Corp*. 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 +852 123 456 or by email at name@gmail.com. [Conclude with your contact details so the hiring manager can easily reach you.]

Yours sincerely,

John Doe