**Robert Smith**

**Customer Sales Representative**

[Today’s Date]

[341 Company Address]  
[Company City, State xxxxx]  
[(xxx) xxx-xxxx]  
[hiring.manager@gmail.com]

Dear [Mr./Mrs./Ms.] [Hiring Manager’s Name],

Upon learning of the requirement for a new Customer Sales Representative in your organization, I hastened to submit my resume for your review. Goal-driven work ethic, stellar communication skills, and perseverance are essential components to excel in the sales field, and I am equipped with all these attributes. With a proven history of over-achieving sales targets, and generating new business, I am confident that I can significantly contribute to your organization’s success and growth.

My experience in this service industry has taught me to surpass customers’ expectations, and I have also assisted customers in all types of settings. Besides, I understand how important it is to acquire and maintain customers typically for an organization like yours.

Highlights of my qualifications include but are not limited to –

* Strategizing new business opportunities and achieving product expertise, and developing key customer and supplier relationship.
* Maintaining a long-term record of consistently meeting and exceeding sales growth, quota, and revenue, while retaining customers and loyalty.
* Earned awards and recognition, continuously for four years in a row for my contribution as a top sales performer.
* Utilizing superior communication and negotiation skills to achieve maximum sales and customer referrals.

With confidence that I can stimulate new prospects, through superior presentation/demonstration and fostering client connections, I trust that I can greatly contribute to your sales goals. I look forward to discussing my qualifications with you further at your convenient time. Thank you for your time and consideration.

Sincerely,

[Your Name]