**Robert Smith**

**Retail Sales Representative**

**1737 Marshville Road, Alabama, (123)-456-7899, info@qwikresume.com www.qwikresume.com**

[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],

I am writing to express my interest in the Retail Sales Representative position with [company name]. I have a strong background in retail and customer service. My previous experience working as a Retail Sales Representative with [name of company] gave me the opportunity to develop my skills in providing excellent customer service, managing inventory, and developing and executing promotional campaigns that exceeded sales goals.

During my time at [name of company], I had the opportunity to combine my knowledge of sales, marketing, and customer service to successfully promote merchandise and provide stellar customer service. My primary role was to greet customers and help them select items that best fit their needs. I also had the opportunity to manage daily operations of the store, including opening and closing procedures, cash handling, and setting up displays.

Current role Achievements include:

* Achieved a sales increase of 30% in the first year at [company name] due to innovative marketing campaigns and the development of new sales strategies.
* Increased customer satisfaction by 20% through attentive customer service and by developing a new customer care program.
* Developed new sales channels for underperforming product line that resulted in increase in revenue.

I believe that my experience in retail sales combined with my commitment to delivering outstanding customer service would make me a valuable asset to your team at [company name]. I would welcome the opportunity to discuss how my qualifications may benefit your organization. Thank you for your consideration, and I look forward to hearing from you soon.

Sincerely,

[Your Name]