

Broadcast letter (Sales)

JAMES SHARPE

18 Central Park Street, Anytown, NY 14788
(516) 555-1212

(Date)

Emily _____

(Title)

ABC Corporation

1 Industry Plaza

Anytown, NY 12096

Dear Ms.

Please accept this letter as application for the _____ position currently available with your company in the _____ area, as advertised in the _____ *Globe* (July —, 19—).

I offer a successful background in sales and marketing as well as an education in the sciences. My experience has afforded me exposure to many aspects of sales, including prospecting, account acquisition, territory management and development, and customer service. I have been recognized by my current employer for numerous achievements, and I am confident that I can make similar contributions to ABC Corporation.

My education has given me a broad exposure to science and psychology, knowledge which I am sure will be valuable in this position. Additionally, my father is a physician and I was exposed to medical terminology all my life. I believe that this background and exposure will prove to be an asset in selling your products.

Since beginning with XYZ Company, my average commission has progressed from \$400 to \$650 weekly. My current salary or commission requirement would range upward of the mid-twenties, with specifics flexible and negotiable.

I look forward to hearing from you in the near future to schedule an interview at your convenience, during which I hope to learn more about the position, your company's plans and goals, and how I can contribute to the success of your sales team.

Sincere regards,

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James Sharpe

JS