

Tip Sheet: COVER LETTERS – T-FORMAT

SARAH M. JOHNSON SALES PROFESSIONAL

905-555-5555 | smjohnston@email.com | Brampton, ON L6X 5A5

April 12, 2020

Joe Cando, Founder and Managing Partner
ABC Research Company
201- 44 Peel Centre Drive
Brampton, ON L6T 4B5

Re: Application for Sales Director – Job ID 10254

Dear Joe Cando,

Your posting on your website for a Sales Director caught my eye as an ideal match for my background and experience. I have been working within the healthcare industry for most of my career and am excited by the anticipated growth of the point of care (POC) diagnostics market. I have compiled some highlights of my qualifications below:

YOUR NEEDS	MY QUALIFICATIONS
Bachelor's degree with a minimum of 8 years of sales experience and at least 2 years of sales management experience.	I graduated with a Bachelor of Arts degree in Marketing from the University of Toronto and have spent the last 9 years selling medical devices throughout Ontario. I have been a Sales Manager at DEF Industries for the last 2 ½ years.
Experience in the medical device/diagnostic sector with a strong knowledge of the medical distribution landscape	I am well versed in the medical device and diagnostic sector, spending the first 5 years of my sales career with Roche and the last 4 years specifically selling POC blood laboratory systems to Reference Laboratories.
A strategic and creative thinker with a strong track record of accomplishments	I have consistently exceeded quotas by 10%, 7% and 12% over the last 3 years and helped lead my team of 15 reps to become the highest grossing sales team in Ontario. I won 7 achievement awards for quarterly performance during my tenure at Roche.

My successes in the diagnostics sector can be attributed to my strong work ethic, strategic planning skills, ability to think outside the box, and high-energy leadership style. I would like to put this dynamic combination to work for ABC Research Company.

I would welcome the opportunity to discuss your current needs at length and the value I can offer. I will follow up with you on April 21 once you have had a chance to review my attached resume. Please feel free to contact me should you have any questions in the interim.

Thank you in advance for your consideration.

Sincerely,

Sarah M. Johnson