

## Allen P. Morrison

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[Date]

Ms. Laura Worth  
Sales Manager  
TopLine, Inc.  
320 Sun Parkway  
Suite 17  
Montgomery, Alabama 36100

Dear Ms. Worth:

I want you to get the credit for adding ROI to the TopLine sales team. Specifically, I'd like to become your newest sales professional. And, perhaps the best way to link those two ideas is with this graph that shows how I'm performing right now.



What I do isn't magic. I just work harder and smarter than my competition by finding some profitable way to say "yes" to every customer and potential customer.

My focus on your sales needs starts on the next pages. I wanted you to see a resume that offers more than the usual recitations of job titles and responsibilities. That's why you'll find six capabilities I want to put at TopLine's disposal at once. Backing them up are a dozen examples of those capabilities in action.

My company values what I do. And, if I thought our market was growing as fast as yours, I would stay with them. While I cannot control market conditions, I am interested in making even greater contributions to my employer. That's why I'm "testing the waters" with this confidential application.

I do best using the consultative approach to sales. So, as a first step, I'd like to hear about TopLine's sales needs in your own words. May I call in a few days to arrange time to do that?

Sincerely,

Allen P. Morrison

Encl.: Resume