

[Date]

Name
Title
Organization
Street Address
City, ST Zip

*I increased sales 300% for my last employer.
Can I do it again for my next employer?
The answer is a resounding yes!*

Dear [Name]:

I'm looking for a new boss, but you need look no further for a **sales executive** with a track record of hitting quota challenges out of the ballpark.

Excelling with turnaround sales management challenges, I've paid my dues by orchestrating company firsts for sales performance and by lighting fires beneath mediocre territories and regions.

My resume reveals nitty-gritty details, but here's food for thought: **five fast reasons why you should consider hiring me.** These are results attained in turnaround sales management at the regional and national levels — all verifiable.

- **National Director of Sales:** Reorganized turnaround of struggling 3-year-old start-up to attain national sales quotas within 3 months for Eastern US region (PharmaSystem).
- **Regional VP:** Achieved company record for hitting regional revenue quotas in first year for long-sales-cycle, high-ticket medical equipment and devices sold to hospitals in 15-state region (MediEquipMore).
- **Regional Director of Sales:** Outperformed other regions to capture top sales ranking for capital equipment and software in four consecutive years with previously underperforming 20-state region. Won President's Club Regional Manager of the Year award (National Medical Processing & Systems Automated).
- **Regional Business Director:** Boosted historically sluggish sales record for Southern US region to near-quota (99.5%) levels within 6 months (Corp500Care).
- **Director of Marketing:** Requested by CEO to step into interim national marketing role for one year and devise winning market strategy. Achieved highest lead-generation rate in company history and top-notch sales for new product launch (Corp500Care).

Are you my next employer? Let's plan on talking soon. I'll call you next week to set up a meeting. But if you need action sooner rather than later, you can reach me on my cell phone: 703-555-0111.

Sincerely,

Charles T. Borden