

22<sup>nd</sup> October 2013

XXX - XXX  
P.O BOX 40550 – 00100  
Nairobi, Kenya

The Human Resources Director

Dear Sir/Madam

RE: APPLICATION LETTER FOR TERRITORY SALES REPRESENTATIVE.

As an experienced field sales professional with a strong history of managing client relationships and increasing corporate revenues, I stand in a prime position to significantly contribute to your objectives as your next Territory Sales Representative. My experience in attracting and securing new customers, achieving sales goals, and nurturing beneficial account relationships positions me to substantially impact your organization and meet even your most challenging sales targets. By leveraging an insightful ability to implement forward-thinking and needs-based sales solutions, I excel at connecting with key decision makers to quickly build profitable and lasting relationships leading to sustained revenue growth.

While working as a sales representative, I have dealt with the 4Ps of Marketing i.e Promotion, place, product and pricing in relation to marketing research. This enabled me to manage various stakeholders in the distribution channel. Starting at the very top of the channel, the distributors until the least which is the consumer. I have created and fostered working relationships with the distributors, stockiest and retailers.

Finally, my experiences have developed analytical, critical, presentation and computer proficiency skills which have enabled me to comprehend, interpret and manipulate large raw data into a report, which is easy for management to understand and use to make critical decisions on our products and services.

With a passion to achieve sales goals by ensuring that customers always leave happy, I have been triumphant in obtaining customer loyalty and recurring business opportunities.

I would welcome a chance to meet with you in-person and provide credence to my claims. I am available for an interview at your convenience. I appreciate you taking out the time to review my application.

Yours sincerely

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