

BowTied Cocoon

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[Company Name]

Madam, Sir

I am interested in applying for the position of **Sales Development Representative** within your organization for two reasons. The first one is that it represents the ideal challenge I want as the next step in my career; The second reason is that I am convinced to possess the necessary skills, curiosity and the mindset to contribute positively to the [Company Name] Sales team and fit to the company's culture overall.

1 - A position and a company that perfectly match my interests:

I am interested in applying for this position because the job description is perfectly aligned with my professional aspirations: becoming the best sales executives. Joining [Company Name] would represent a milestone to reach my objectives as it would empower me to gain more expertise in **Software Enterprise Sales**, learn about a disruptive technology and work with customers from a variety of industries.

Also, I have a deep interest in working closely with wildly successful individuals that aspire to become leaders and are comfortable working in an ambiguous & competitive environment. I took the liberty to learn about your sales employees through your website & LinkedIn and I have been pleasantly surprised by their track-record and their excitement about the company and its mission – I would very much enjoy being part of this community and **learning** from them all there is.

2 - I have the set of skills to perform at a high level for the position:

In terms of my professional experiences, I like to categorize them in three blocks which **compound perfectly** for this position.

Consulting experiences for consultative approach – My internship in [Clown 1], [Clown 2] and [Clown 3] as a business analyst allowed me to develop a strong interest in technology consulting services. I participated in multiple large **ERP & Software** implementations (SAP Concur, JD Edwards by Oracle...) which reinforced my business acumen and skills (**business requirement gathering, SaaS selection, client facing etc.**). At Clown Advisory, I had the opportunity to work directly on multiple **RFPs**. It was my first **high ticket sales** experience. I was great at it and I enjoyed that aspect of my work so much that I decided to pivot my career from Technology Advisory Services to Technology Enterprise Sales.

Entrepreneurship experience for resilience & efficiency – I am entrepreneur-driven and at the end of my studies I launched an **online business** in the AdTech industry as a personal project. With \$5000 left from my student loan, I hired and managed a team from Asia & Eastern Europe to build [Personal Biz Name]. The idea turned into a profitable business with **+40k active users** and over **\$80k** generated in revenue. I perceive the role of Account Executive as very similar to a web entrepreneur. They are about **lead generation, conversion** and **retention** through a world class **customer experience**. Another key aspect of my work that is highly transferable for this position is my ability to **monitor my own performance**. Entrepreneurship has taught me to become **resilient and obsessed with efficiency** by improving the conversion rate along with reducing my time spent on dead accounts (people who won't convert or take too much effort to convert).

Enterprise sales (SaaS) for hands-on SaaS sales experience – At [Clow 4] I was responsible for supporting SMBs with a new generation of SaaS solution to manage everything from accounting, reporting to people. The methodology learned through [Clown 4] **Sales Academy** taught me everything to perform at a high level as an **account executive**. I had the opportunity to **educate customers** on the value of [Clow 4] in a consultative way, **build relationships with senior executives and decision makers, manage a pipeline** of prospects and **collaborate** with internal teammates to ensure customer success & product improvement.

I look forward to hearing from you so I could have a chance to explain how I can contribute to maintaining a positive and exciting work environment within the firm. If you would like to contact me do not hesitate to reach out to me by email at bowtiedcocoon@gmail.com.

I thank you in advance and would like to address, Madam, Sir, my most distinguished greetings

-BowtiedCocoon