

Name Name

M: xxxx xxx xxx

E: xxxx@xxxx.com

dd Month Year

Dear Sir/Madam,

I am excited to apply for the position of *****Job Title***** advertised in *****job search agency*****. Please find my resumé attached, and I have outlined my skills and experience in regard to the points outlined in the advertisement.

Strong interpersonal skills: These include active listening skills, having an approachable manner and being patient and trustworthy. I am able to use these to establish and quickly build rapport with people from all walks of life, and across many situations as demonstrated by success in my current role of *****job title*****, consistently meeting target sales figures and achieving set commissions.

Strong verbal and written communication skills: I have strong verbal communication skills, demonstrated by my time at *****Company Name*****, greeting and assisting customers and then converting these introductions into sales of ****** products**. I have often received unsolicited feedback from customers on my friendly and professional manner, and that this assisted them to make their buying decisions.

During my time with *****Company Name***** I have demonstrated my written communication skills, having prepared contracts (from a template contract, filling in all the required information for the job), Warranty applications. I have also composed reports, letters, emails, and replied to incoming correspondence from customers, suppliers, contractors and internal departments. In my previous roles, I have prepared advertisements for local newspapers, flyers for events and special sales offerings.

Understanding of customer service principles and practices: My extensive experience in customer service has provided me with an excellent understanding of principles and practices of customer service. Specifically, my practice is underpinned by four principles: to focus on what the customer needs (listen to them and try to understand and anticipate their needs, follow up if necessary, provide options and alternatives); to maintain a customer friendly presentation (neatly dressed and well presented, wear a name badge and uniform, friendly body language and a positive attitude); be customer friendly (be friendly, polite, cheerful and helpful. Also, this means being reliable, patient and trustworthy and displaying loyalty to the organisation I'm working for). Finally, improve my professional skills and knowledge (always striving to learn more about the products that I am selling or promoting, having good written and verbal communication skills, and respecting confidentiality)

Experience with working towards targets and set KPI's in a team based environment: In my current *****job title***** role at *****Company Name*****, I have an individual target of *********. In addition to this target I have standard Key Performance Indicators (KPIs) that I must continually perform against, and these are: providing general customer service and assistance; keeping the store clean and tidy at all times; and ensuring the safety of myself, customers and other staff members. My individual targets and KPIs need to be achieved in a team based environment. Within the *****Department***** team, there are 5 other staff members, other design specialists and appliance specialists. I also need to work with the wider *****Company Name***** team, for example with the Project Office to ensure smooth and efficient progress of the installation.

Sales exposure: My skills in this area are well developed as I have been working in sales for over 25 years, in my own small business, building other small businesses and most recently selling *****products for ***Company Name*****. I am motivated by sales and stretch targets, and I have demonstrated success, consistently making commission targets within *****Company Name*****.

Thank you for taking the time to read through my application, I would be keen to complete an online assessment and/or attend an interview to discuss my experience further.

Yours Sincerely,

Name Name.