

JANIS A. BURRY

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COVER LETTER SAMPLE – Tools for Transition DIRECT APPLICATION TO COMPANY

November 25, 2005

Lynn Anywhere
Anywhere Vineyards
1894 Anywhere Road
Anywhere, CA

Re: Western Regional Sales Manager

Dear Ms. Anywhere:

Please accept this letter and attached resume as my application for your open Western Regional Sales Manager position. I have lived in Louisiana for many years, but Hurricane Katrina seriously impacted my employer's ability to function. I now have the opportunity to relocate to a larger geographic wine market. I have a real passion for wine, and want to make it available for many people to enjoy while helping a company operate profitably.

I believe I am well qualified to fill this position. For example:

- I have more than 12 years of industry experience, including a strong track record of working with distributors, national accounts, chain retail sales and key on-premise accounts.
- I have made a point to become fully educated in the wine industry. For example, I worked a crush this summer to more fully understand how wine is made. I have a special interest in providing opportunities for consumers to learn about wine. I also have a college degree.
- At my last position, I developed a wine training program for a sales staff. It included both information about wine and about sales techniques.

I look forward to the possibility of representing your portfolio of brands. I will call you in a few days to answer any questions and possibly set up a time for an interview. Thank you for your consideration.

Best regards,

Janis A. Burry

Enclosure: Resume (2 pages)