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Ms Sheila Bodenheimer

Human Resources Manager

Wachovia Bank

301 N. Main Street

Winston-Salem, NC  27101

USA



Dear MS. Bodenheimer,

If you are in search of an experienced sales professional at Wachovia Bank, you may want to give serious consideration to my background.

I have ten years of experience in the field of business development, customer relationship management, and sales support. Most recently, I have been directly involved in acquiring new customers for my current employer, a payroll services company.

I have been very successful in generating revenue as an account executive: in the last three years I consistently ranked No. 1 among ten account executives.

I also have solid credentials in managing and supervising sales teams, and this is an area where you could make particularly good use of my expertise.

* At the Polo Ralph Lauren division of Sara Lee Branded Apparel, my sales team exceeded goals by placing a new product in 83% of key accounts, thus increasing penetration from 6.9% to 10% across all doors.
* On a new Ultimate brand launch, my team achieved $7.1 million in sales.

I have established a strong reputation for the quality of customer service that my clients receive. I personally get involved when operational problems arise and work on prompt issue resolution by liaising with internal departments.

Given the opportunity, I would bring the same level of expertise to Wachovia Bank as a Sales Manager. I will take the liberty of calling you next week to discuss the possibility of arranging a face-to-face meeting to explore how I could contribute to your organization.

Thank you for your time and consideration.

Sincerely,

Steven L. Johnson