

# Jordan M. Carter

January 16, 2026

Acme Corporation

RE: Freelance To Full Time Sales Representative

Dear Hiring Manager,

I am excited to apply for the Freelance To Full Time Sales Representative position at Acme Corporation, which I discovered through your company's careers page. With a diverse background in sales and a proven track record of exceeding targets, I am eager to bring my expertise in building client relationships and driving revenue growth to your esteemed team.

During my time as a freelance sales consultant, I successfully increased client acquisition by 40% for a tech startup by implementing tailored sales strategies. By conducting thorough market research and identifying key demographics, I was able to craft engaging pitches that resonated with potential customers. Additionally, I managed a portfolio of over 30 clients, consistently achieving a client retention rate of 85%, which highlights my commitment to maintaining strong professional relationships.

One of my proudest achievements was developing a new upselling technique that resulted in a 25% increase in average transaction value within three months. This involved training the existing freelance sales team on effective communication strategies and leveraging data analytics to identify opportunities for upselling. My passion for sales, coupled with my ability to adapt quickly to changing market conditions, makes me confident in my ability to contribute positively to Acme Corporation's sales goals.

I am eager to discuss how my background, skills, and enthusiasms align with the needs of your team at Acme Corporation. Thank you for considering my application; I look forward to the opportunity to speak with you further.

Sincerely,

Jordan M. Carter