

Jordan Smith

January 16, 2026

Acme Corporation

RE: Outside Sales Representative

Dear Hiring Manager,

I am excited to apply for the Outside Sales Representative position at Acme Corporation, as advertised on LinkedIn. With a proven track record in driving sales growth and building lasting client relationships, I am eager to bring my expertise in outside sales to your esteemed company and contribute to its ongoing success.

In my previous role at XYZ Solutions, I was responsible for managing a territory that generated over \$2 million in annual sales. Through diligent prospecting and building strong customer relationships, I successfully increased sales by 35% within two years, surpassing company goals. One notable achievement was securing a significant contract with a major local retailer, which resulted in a 20% increase in market share for my territory. My ability to identify client needs and tailor solutions accordingly has consistently led to high customer satisfaction rates and repeat business.

Furthermore, I have a strong background in utilizing CRM software to track sales activities and analyze performance metrics, enabling data-driven decisions that enhance sales strategies. At ABC Technologies, I implemented a new outreach program that improved lead conversion rates by 40%, showcasing my ability to innovate and adapt in a competitive market. I am confident that my proactive approach and results-oriented mindset would make me a valuable asset to Acme Corporation's sales team.

I am eager to discuss how my skills and experiences align with the needs of Acme Corporation further. Thank you for considering my application. I look forward to the opportunity to speak with you soon.

Sincerely,

Jordan Smith