

# Jordan A. Mitchell

January 16, 2026

Acme Corporation

RE: Promotion Vp Sales

Dear Hiring Manager,

I am excited to apply for the Promotion VP Sales position at Acme Corporation, as advertised on LinkedIn. With a proven track record in driving sales growth and building high-performing teams, I am eager to bring my expertise in promotional strategies and client relationship management to your esteemed company.

In my previous role as Director of Sales at Innovative Solutions, I spearheaded a promotional campaign that resulted in a 35% increase in sales within just six months. By leveraging data analytics, I identified key market trends and tailored our promotional messaging to effectively engage our target audience. Additionally, I successfully launched a new product line that accounted for \$2 million in revenue during its first year, demonstrating my ability to not only promote but also strategically position products for maximum market impact.

Moreover, my leadership experience in managing a team of 25 sales professionals has equipped me with the skills necessary to cultivate a collaborative and results-driven work environment. I implemented a training program focused on sales techniques and customer engagement, which improved team productivity by 40%. I believe that my hands-on approach and commitment to team development would be a valuable asset to Acme Corporation.

I am very enthusiastic about the opportunity to discuss how my background, skills, and enthusiasms align with the goals of Acme Corporation. Thank you for considering my application. I look forward to the possibility of discussing how I can contribute to your team and help drive continued sales success.

Sincerely,

Jordan A. Mitchell