

Jordan Miller

January 16, 2026

Acme Corporation
RE: Sales Manager

Dear Hiring Manager,

I am excited to apply for the Sales Manager position at Acme Corporation, as advertised on LinkedIn. With over eight years of experience in driving sales growth and managing high-performing teams, I am eager to contribute my expertise to your dynamic organization and help further elevate Acme's market presence.

In my previous role at Tech Innovations, I successfully led a team of ten sales representatives and achieved a 35% increase in annual sales revenue, surpassing our targets for three consecutive years. By implementing a data-driven approach to sales strategy, I identified key market segments and revamped our outreach efforts, resulting in a 50% boost in lead conversion rates. Additionally, I spearheaded a training program for new hires that reduced onboarding time by 25%, equipping them with essential skills and knowledge to become productive members of the team more quickly.

Furthermore, I played a crucial role in launching a new product line that contributed an additional \$2 million in revenue within the first year. By collaborating closely with the marketing department, we developed targeted campaigns that resonated with our audience, and I leveraged my strong relationships with key clients to secure initial orders before the official launch. I am particularly drawn to Acme Corporation's commitment to innovation and customer satisfaction, and I believe my proactive approach aligns perfectly with your values.

I look forward to the opportunity to discuss how my experience and vision can contribute to the continued success of Acme Corporation. Thank you for considering my application. I am eager to bring my sales expertise to your team and help drive the company's goals forward.

Sincerely,

Jordan Miller