

Jordan T. Matthews

January 16, 2026

Acme Corporation

RE: Vp Sales

Dear Hiring Manager,

I am excited to apply for the Vice President of Sales position at Acme Corporation, as advertised on LinkedIn. With over 15 years of experience in sales leadership and a proven track record of driving revenue growth in competitive markets, I am eager to bring my expertise to your dynamic team.

In my previous role as Director of Sales at XYZ Technologies, I successfully led a team that increased annual sales by 45% within two years, translating to an additional \$3 million in revenue. By implementing a data-driven sales strategy and enhancing our customer relationship management processes, I was able to ensure consistent performance across all regions. My efforts in spearheading a lead generation initiative also resulted in a 30% increase in qualified leads, showcasing my ability to not only meet but exceed ambitious sales targets.

Additionally, during my tenure at ABC Solutions, I played a crucial role in launching a new product line that generated \$5 million in sales within its first year. This required close collaboration with marketing and product development teams to align our messaging and optimize our sales approach. By instilling a culture of accountability and continuous improvement among the sales team, we achieved a record customer satisfaction score, further solidifying our brand's reputation in the marketplace.

I am very enthusiastic about the opportunity to contribute to Acme Corporation's continued success and growth. I would welcome the chance to discuss how my background, skills, and enthusiasms align with the goals of your sales organization. Thank you for considering my application; I look forward to the possibility of discussing this exciting opportunity with you.

Sincerely,

Jordan T. Matthews