

Dear Hiring Manager (actual name is better):

I have the key assets [or skills] that you are seeking in a [their title for position] candidate. I feel that I am uniquely qualified for this role. My next employer will benefit from hiring me in the following ways:

- Your attribute that is a benefit to the employer #1
- Benefit to the employer #2
- Benefit to the employer #3

More specifically, I will add value to your operations with these key competencies:

[Things that pertain to their specific job requirements, whenever possible. Examples:]

- Ability to define a winning sales and marketing strategy by rapidly analyzing markets, distribution structures and customer requirements
- Solid marketing and sales management expertise to ensure company goals are accomplished
- Built organizations from the ground up, and optimizing sales performance
- Global experience including Asia, Latin America and Europe, and experience working with European parent company

I look forward to hearing from you and having the opportunity to discuss the position in detail.

Best wishes,

Your Name

Phone

E-mail

[make it easy for them to reach you right away]