

Yaling Zhang

Sales Manager
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Lori Taylor
Senior Hiring Manager
Wyndham
(987) 654-3210
loritaylor@wyndamhotels&resorts.com

Dear Ms. Taylor:

I'm interested in applying for the sales manager position with Wyndham Hotels & Resorts. With over 12 years of sales experience, I've successfully developed new account-based sales and marketing strategies for a premiere hotel with over 400 rooms. This resulted in over \$2 million in new business over three years. My knowledge of the hospitality industry will allow me to excel in this role.

Wyndham Hotel & Resorts' reputation as a top-five luxury hotel brand is what draws me to apply for this position. As a sales manager with Hotel Indigo, I drove a large-scale rebranding initiative to revitalize the brand's image and drive new bookings by over 20%. I can create value for your team based on my previous successes:

- Developed and implemented a new account-based sales and marketing strategy for a premiere hotel with over 400 rooms. This resulted in over \$2 million in new business over three years
- Oversaw a team of more than 30 hotel representatives, delivered training on guest relations and upselling techniques, and improved sales revenue for add-on services by 25%
- Coordinated with marketing teams and executive leadership to support a large-scale rebranding initiative, contributing to a 20% increase in bookings in 2022

I would like to schedule an interview to discuss how my sales experience in hospitality can drive positive business outcomes for your organization. Feel free to contact me via phone or email at your convenience. I appreciate your time and consideration.

Best regards,

(Insert Signature Here)

Yaling Zhang