

# SARAH JOHNSON

Sales Director  
sarahjohnson@youremail.com  
(123) 456-7890  
123 Windermere Rd.,  
Seattle, WA 12345

January 1, 2022

**Cynthia Roberts**  
Senior Hiring Manager  
West Light Financial  
(987) 654-3210  
cynthia@westlightfinancial.com

Dear Ms. Roberts,

I'm interested in applying for the sales director position with West Light Financial. With over ten years of sales experience in the financial services industry, I believe I can offer a unique perspective to aid your organization. While working as the director of sales for Cromwell Investment Partners, I improved annual sales by over 200% for a firm generating over \$40M in annual revenue. I'm confident that my expertise in sales strategy would be a strong asset to your company.

West Light Financial has a reputation for honesty and integrity in its business practices, which strongly aligns with my professional values. As a sales director in financial services, I strive to cultivate long-term relationships with clients built on trust and integrity. I believe that my sales leadership background can help your company continue to grow this reputation based on my career achievements:

- Oversaw sales strategy and operations for a \$40M investment firm, led introductory meetings with clients to provide education on financial product offerings, and delivered detailed presentations on the benefits of investment management solutions based on long-term client goals
- Served as the point of contact for 40 client accounts valued at \$150K-\$4M and established trust and transparency to build long-term business relationships
- Improved annual sales revenue by 200% over three years by expanding the sales organization and delivering comprehensive training to enhance close rates

I hope to speak with you further regarding how my sales experience in financial services can benefit your organization. Feel free to contact me via phone or email for any additional questions you may have about my background. I appreciate your time and consideration.

Sincerely,

*(Insert Signature Here)*

**SARAH JOHNSON**