

JOHN DOE  
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Dear [Hiring Manager's Name],

[If you know the hiring manager's name, personalise your Cover Letter and address them directly. Some job ads, such as LinkedIn for example, often state the name of the person posting the ad.]

### **Application for the Position of IT Sales Director**

It is with great interest that I submit my application for the position of **IT Sales Director** at XYZ company. With more than 20 years' experience driving sales, business development, and partnership growth, I've had the opportunity to oversee end-to-end recruitment and client acquisition process, and clinch strong recurring revenue stream through effective relationship management. My experience with sales and business development, combined with my passion for technology and innovation, would allow me to solve critical challenges facing our customer's secure environment. With my proven track record leading sales and solution delivery, I am confident I am an ideal candidate for XYZ company. [Summarise your work experiences as an IT Sales Director, which will help give the hiring manager an idea of your best skills and focus areas. Metrics help to establish context and scale for your work.]

- Presently, I am an IT Sales Director with ABC Company, , where I oversee business and partnership growth and development. I developed and managed existing client portfolio, commercial development, and sales lead generation, driving corporate sales and ensuring business sustainability. [Focus again on your key skills as required by the job ad. Highlight relevant working experiences and that are directly relevant to the target job role.]
- Among my various achievements during my career, I am most proud of having increased **regional revenue to SGD35M with growth excess of 50% within 3 years, and generated >SGD2M of revenue within 1 year of introducing new IT product solutions to clients.** [Highlight your best achievements and include quantifiable metrics where possible to support your capabilities. However, do be mindful of your company's confidentiality clause in mentioning actual revenues/sales figures.]

My background in establishing effective business partnerships, identifying and capitalising on new sales opportunities, and implementing strategic and tactical sales plan will allow me to contribute effectively to XYZ company' continued growth and performance, particularly by connecting clients with a solution for every stage of threat prevention. [Focus on complementary skills that were not previously mentioned, but are directly relevant to the target job role.]

I am thrilled at the possibility of being part of such a renowned firm, and would love the opportunity to meet with you and discuss the value that I can bring to XYZ company. I appreciate your time and consideration, and I look forward to hearing from you. Please feel free to contact me at any time via mobile at +65 1234 5678 or by email at [johndoe@gmail.com](mailto:johndoe@gmail.com). [End off your Cover Letter with a call-to-action - show your enthusiasm in meeting your potential employer, and provide them ways you can be contacted.]

Yours sincerely,

*John Doe*