

846 Cameron Way
Phoenix, AZ 85012
December 10, 20—

Mr. Gary Whaley
District Sales Manager
Computeriferals Company
Rallings City, NY 10099

Dear Mr. Whaley:

Computeriferals has earned my respect. I have used and repaired peripherals from most of the leading manufacturers in my studies as a Business Systems/Computer Repair major and in my job as a sales representative at ComputerChoice. I know you build quality products, and I want to sell quality products—Computeriferals.

Careful review of my qualifications and the requirements of a sales representative at Computeriferals suggests that I am well qualified for a sales position with your organization. Please consider the following highlights from my background:

- Initiated outside sales to small businesses and expanded customer base from 137 to 183 accounts in the past year—a 34 percent increase in number of customers served
- Increased yearly sales from \$743,000 to \$1,236,000—an increase of 66 percent
- Negotiated a \$250,000 service contract with a client who has five office locations in this area
- Attained 100 percent customer retention through a service-first approach and frequent communication

Although I have enjoyed working in the local market, the wider scope of Computeriferals presents an appealing challenge. Even if you have no current openings, I would appreciate meeting with you to discuss your requirements for sales representatives. My resume is enclosed for your convenience. I will call next week to request an appointment, or you may reach me at 602-555-0160.

Respectfully,

Christopher Lipsmeyer

Christopher Lipsmeyer

Enclosure

Cover Letter Inquiring About Unadvertised Position