

# James T. Laar

Address • City, XX 00000

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<Date>

<First Name> <Last Name>

<Title>

<Company Name>

<Address>

<City, State Zip>

Dear <Courtesy> <Last Name>:

Your recent advertisement for a \_\_\_\_\_ immediately caught my eye!

Not only do I appear to be a perfect match to meet your needs (and exceed your expectations!) the position looks as though it is one in which I would thrive and in which my qualifications would be an incredible value add.

For your review, I have enclosed my résumé. As you will see, I am a results-proven sales, marketing, and strategic business development executive and MBA with 20+ years of accomplishment building growth-focused start-up ventures from concept and vision to incredible success and profitability. With experience that includes P&L management, national sales team development, offshore outsourcing, niche marketing, and brand building, I clearly have the skills you are seeking. You should also know that my sales and marketing experience spans both business-to-business (B2B) and business-to-consumer (B2C) industries. In short, if your ideal candidate for the \_\_\_\_\_ position is an executive with proven ability to...

- Take a business venture from start up to realization of full business potential and market success,
- Lead profitable sales growth with creative business strategies that outpace the competition,
- Recognize, pinpoint, and capitalize on emerging niche opportunities,
- Assemble, develop, and manage national sales networks successful in establishing primary market share,
- Strengthen bottom-line profits through fiscal discipline and emphasis on efficiency,
- Create competitive advantage through the effective use of technology for business operations and marketing, and
- Open international markets and establish and cultivate key strategic partnerships with offshore suppliers

...we should talk.

The foundation of this success lies in my passion and talents for sales, marketing, and business development. I absolutely love selling and love the challenge of marketing as both disciplines draw on the best of my strengths in interpersonal relationship building, strategic planning, and creative problem-solving. I am particularly adept in "thinking around corners." In other words, I have the ability to view business challenges from a different perspective than most people, seeing opportunity where others see only intractable problems, turning them to the benefit of the business. In short, I infuse the companies I work in with new energy, fresh ideas, and excitement, guiding them to achieve their full business potential.

While my résumé is a strong outline of my qualifications, a personal meeting would allow me to fully express both my ability and desire to add value to your company. I look forward to the opportunity and will welcome your phone call.

Thank you!

Sincerely,

James T. Laar

Enclosure