

Sales Professional cover letter

Two sample letters, experienced and fresher. Keep the one closer to your situation, replace the text in [brackets] and every detail with your own.

SAMPLE LETTER: EXPERIENCED

Dear Hiring Manager,

I am applying for the Key Account Manager (West) role at [Organisation name]. I have eight years in B2B sales of industrial automation products, and your focus on large manufacturing accounts in Maharashtra and Gujarat fits the customer base I have worked with throughout my career.

In my current role I manage 22 key accounts, including automotive component and pharma plants, with an annual target of ₹18 crore. I closed the last financial year at 112 percent of target, largely by moving three customers from one-off orders to annual rate contracts. For one pharma customer, I coordinated a six-month trial with their maintenance and procurement teams, which led to a ₹2.4 crore plant-wide order. I also mentor two junior engineers on preparing technical-commercial offers and handling tender documents.

I am comfortable with long sales cycles, multi-level negotiations and CRM discipline, and I travel across the region regularly. My notice period is 90 days, though I can discuss an earlier release.

Thank you for your time. I would welcome a conversation about your key account plans.

Regards,

[Your name]

SAMPLE LETTER: FRESHER

Dear Area Sales Manager,

I am applying for the Sales Trainee position in your general trade team at [Organisation name]. I have just completed my BBA, and I want to start in FMCG field sales because it teaches you how distribution, retailer credit and daily targets actually work.

During my eight-week internship with a biscuit and snacks distributor in Indore, I covered a beat of 70 kirana stores with the regular salesman and then handled 25 of them on my own for the final three weeks. I introduced two new SKUs into 18 of those stores and kept an order-and-collection register that the distributor's accountant used to follow up on dues. I also noticed that several retailers ran out of fast-moving packs on weekends, so I suggested a Friday top-up call, which the distributor continued after I left.

I own a two-wheeler, speak Hindi and English, and am comfortable with long days on the road and daily reporting on a mobile app. I can join immediately and relocate anywhere within Madhya Pradesh.

Thank you for your consideration. I look forward to hearing from you.

Regards,

[Your name]

BEFORE YOU SEND IT

- Open with your sales type, such as FMCG field sales, enterprise B2B or inside sales, plus territory and ticket size, so the manager can match you to the right team at a glance.
- Give target achievement together with the base figure, for example 112 percent of a ₹9 crore target, because a percentage on its own says little about the scale you handled.
- Leave out client names, pricing and discount terms from your current employer; describe accounts by industry and size so that commercial confidentiality stays intact.
- Treat the letter like a good sales email: a clear subject line, one strong proof in the first paragraph and a specific request for a meeting at the end, all within one page.