

Shelley Cade

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[Organization Name]

RE: [Position Title]

To whom it may concern,

As a creative, customer-focused sales leader, the [position name] opportunity with [company name] interested me immediately. When reading through the goals for this role, I was excited to see that my unique skills, expertise, and motivations match up with your organization's needs and long-term mission.

I bring a valuable set of communication skills that will allow me to be a meaningful contributor to [company name]. My collection of experiences also differentiates me from other candidates because I have led and managed in a variety of complex environments. I also have a proven track record of success in building dynamic sales teams, developing sales & marketing strategy, and launching revenue growth programs to expand book of business by 55% in my current role.

No matter what challenge I take on, I am always looking for process improvement and growth opportunities. A couple of my most proud accomplishments include:

- In one of my leadership roles at my current company, I helped establish an online presence by launching e-commerce on Amazon and Walmart, while developing all the content for the company website.
- As a Director of Sales for Willert, I optimized distribution programs to increase average SKU per account by nearly 75%.

I am confident I can make an immediate impact at your company through my ability to analyze current situations and deliver innovative solutions. As a people-driven professional with a successful track record in sales & marketing strategy, my passion to provide value to others will serve me well in this role.

Please see attached for my resume, which summarizes my career highlights, projects, and other reasons why I would fit well with your team. Thank you for your time and consideration.

Best regards,
Shelley Cade