

Marc Schwartz

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Dear Hiring Manager:

Over the course of my career, I built and sold 2 CPG companies. The experience of creating something from scratch and watching it grow has been a huge challenge and an undeniable thrill. I no longer wish to have my own company and instead, would like to take my business maturity and acuity and assist other companies to succeed in their business strategies and sales goals.

To stay competitive, I needed to constantly analyze my overall business strategy and quickly solve complex problems. I embraced new technology and sales channels to stay competitive and relevant. I handled cross-functional issues and thereby had a complete understanding of how every department is crucial in making the company run smoothly.

I have a pragmatic, holistic approach to managing sales and follow this mantra: "A win for a sales manager is the success of his team." A successful manager needs ensure that the team understands the full sales cycle and is accountable for their business. I believe that everyone on my team should strive to be, and be, the best at what they do. The goal is to turn every "no" into a "yes". That philosophy that has enabled me to build profitable businesses.

By combining my extensive sales management background, my "hunter" prospecting mentality, my desire to mentor a team and setting up KPIs and metrics for analysis, your company will be able to meet all the sales goals and will follow an upward growth trajectory.

Although my company size may have been smaller in total volume than your company, note that my price point was very low (around \$1) and we transacted on millions of units each year. However, regardless of the size of the company, the goals, strategies, sales management, and end game are the same—to be relevant, growing and profitable.

Thank you for your consideration and I look forward to speaking with you.

Best regards,

Marc Schwartz