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Prime Food Specialty Products
Director of Sales
Box 888
Station A
Toronto, On M2V 2H8

Dear Sir/Madam:

After 15 years of progressive sales experience with diversified imported food distributors, I am seeking an executive position in sales and marketing, which is why your ad for a Sales Manager caught my eye. Some important contributions I have made are:

- Successfully initiated and directed marketing plans for two major product lines which resulted in significant market share increases.
- Achieved sales success in four product lines by implementing competitive sale strategies which increased sales by 30% within two years.
- Achieved sales success in competition with other companies where excellence in sales presentation skills were necessary.

I have also had increased responsibility in strategic planning, market research, sales management and advertising.

Looking forward to meeting with you personally to further explore how my qualifications will make positive contributions to Prime Food Specialty Products

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Yours truly,

Enclosure