

# Skyler Thompson

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456 My Street, San Diego, CA 76543

**Akira Tanaka**

**Advanced Learning Solutions Inc.**

**123 Your Street,**

**Houston, TX 12345**

**(123) 456-7890**

**example@youremail.com**

[month, day, year]

Dear Mr. Tanaka,

As a sales director with 12 years of experience within the education space, I've developed expertise in marketing strategy and sales management. During my time with New England Education Corp., I grew annual sales revenue by over \$3M per year by creating dynamic sales training programs for account executives to improve close rates, upselling, and consultative selling skills. I am confident that my sales experience in education would benefit your team in the sales director role.

Advanced Learning Solutions' reputation as an industry leader within the education technology field is what draws me to apply for this position. Having worked for four years as an elementary school teacher, I believe I can offer a unique perspective on how to appropriately market and sell your product. I'm confident that my sales leadership experience would be an asset to your organization based on past achievements:

- Developed marketing strategy and sales training initiatives to improve annual sales revenue for learning software solutions by 250%, which included identifying business opportunities with school districts throughout the greater New England area
- Established a leadership program for sales representatives and account executives to drive professional development and drive the advancement of team members into leadership roles
- Built and maintained long-term relationships with client accounts valued at up to \$1.5M, which included delivering customized product features for individual school districts

I would like to schedule an interview to discuss further how my background in sales and education can benefit your organization. You may contact me via phone or email at your convenience. I appreciate your time and consideration.

Sincerely,  
Skyler Thompson