

# Crafting a Compelling Cover Letter

The purpose of the cover letter is to emphasize how you add value to the employer as it specifically relates to the job description. Typically, cover letters are optional. Write a cover letter when requested by the company or to address topics you're unable to address in the resume or application i.e. relocation or reason for career change.

## Sample Cover Letter:

Sebastian the Ibis  
6200 San Amaro Drive  
Coral Gables, FL 33146

September 12, 2019

Ms. Kathryn Rodriquez  
Talent Acquisition Manager  
Miami Medical

Dear Ms. Rodriquez,

Please find my resume along with this cover letter as part of my application for the Executive Sales position at Miami Medical. As I plan to relocate to South Florida, Miami Medical's reputation for advancing healthcare and the new initiatives brought to Miami Medical by Mr. Smith's appointment to the board of directors are factors I cannot ignore when indicating my top choice for employment. I am confident that my leadership, business acumen, experience expanding product portfolio, and my authentic drive in a competitive sales market is an ultimate fit that would contribute to the success of Miami Medical's initiatives.

As an accomplished Medical Sales Manager of 15 years, I have built a leading customer portfolio with major hospital CEOs by using best practices for relationship development and formalized sales process resulting in expedient revenue growth of 5.2% year over year (YOY). In my current role as Director of Sales, I have the honor of leading a dedicated medical device team of 12+ territory representatives. I have had many gratifying highlights in my career thus far including:

- Overseeing the county sales territory, generating \$2.4M in annual sales
- Ranked in the top 25% for sales performance for the past 13 years
- Achieving dynamic sales and revenue growth through comprehensive knowledge of strategic sales strategies, medical terminology, and product expertise
- Increased customer's RIO satisfaction rate by improving customer database and capitalizing on interpersonal and communication skills to generate new business

My dedication to forging authentic and trusting customer relationships resulting in high satisfaction characterizes not only my accomplishments but my outlook on sales. I look forward to further discussing the needs of this role and the opportunity to join the Miami Medical sales division. As requested, I have attached the sample business plan. Thank you for your consideration. I look forward to hearing from you. I can be reached at 305-284-4492 or by email at [sebastiantheibis@miami.edu](mailto:sebastiantheibis@miami.edu).

Sincerely,

Sebastian the Ibis

