

NAME

Address | City, State | Phone | Professional Email | LinkedIn

Dear Hiring Manager:

As someone who has made a career out of building relationships to grow successful business operations within American and Latino markets, I believe I have the skills necessary to succeed in the Channel Account Executive position posted on LinkedIn. I have a proven track record of sales success, experience building high performing sales teams and a strong business acumen. Included below are just a few examples to illustrate these points.

- **Sales Success:** As the Business Development Manager for Company X, I have created and executed sales plans in two new markets that generated over \$2M in profit in less than two years. I also implemented new sales processes, including a new pipeline tracking system, that streamlined efforts and increased sales by \$3M annually. As a sales professional, I am driven by seeing my efforts impact the bottom line but my success is due in large part by my ability to build trust and rapport with clients from very diverse backgrounds. Ultimately, by understanding my client's needs, I am able to sell solutions to problems that build mutually beneficial partnerships and long-term relationships.
- **Leading Sales Teams:** Over the past ten years I have successfully recruited, hired and trained sales teams that have consistently met and exceeded their sales quotas on a monthly and annual basis. I have learned how to identify top talent and bring out the best in individuals and teams through one-on-one and group coaching sessions. I ensure my sales staff have the product training and industry knowledge they need to be successful. As the Broker in Charge at X Real Estate Company, I recruited and trained 32 agents who generated \$50M in revenue within three years.
- **Business Acumen:** As a successful entrepreneur, I have built business plans and sales strategies that have led to continuous growth and increased profitability year over year. I conduct detailed market analysis to inform sales strategies and build strategic partnerships that increase efficiency and decrease cost. I am highly analytical and started my career analyzing price trends to inform vendor partnerships for Company Y's personal computer division. I have carried the skills I gained in that role throughout my career and they have certainly been a part of my success.

In addition to the skills and experience above, I have in depth knowledge of the Latin American market and understand the cultural nuances associated with doing business in the region. I am fluent in Spanish and English and I am a fantastic networker in the Hispanic community which you can see when you review the 'community involvement' section of my resume. I am excited to apply my knowledge and passion for technology and sales to the Account Executive position with Lenovo, a company that shares my core values: customer service, innovation, entrepreneurship, accuracy, truth seeking and integrity.

Whether its product development, sales, or any other aspect of the business, it is my belief that if you focus on the customer, you will enhance your success. I also believe that if you treat your employees well and foster a sense of community and collaboration, your success will be multiplied. I am drawn to a career at Lenovo for these reasons and would very much appreciate the opportunity to discuss my qualifications further.

Thank you so much for your time and consideration. I hope to hear from you soon.

Best,

Signature