

# Kelly Smith

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Chicago, Illinois 60640  
(773) 907-8660  
smith@yahoo.com

Harold Jones  
VP Sales  
Raconteurs  
555 N. Michigan Avenue  
Chicago, IL 60610

Dear Mr. Jones:

I am interested in joining your organization in sales or a related position. The enclosed resume will outline my experience and achievements. I will be happy to provide references or further information at your request.

As my resume indicates, I have demonstrated strong skills building relationships with key corporate accounts while also directing various marketing efforts, including retail operations which require an ability to merchandise. My current goal is to transfer what I have learned to an area that is my passion: the fashion and apparel industry.

Why will I be successful in this industry? Enthusiasm. Much of my free time is spent reading industry publications (*Vogue*, *InStyle*), watching *Style* on E TV, and exploring the internet to find the latest trends and newest designers. Beyond this interest and energy, I also offer strong business skills, ranging from the ability to build relationships with corporate clients to hands-on experience in retail operations. I have opened facilities and presented new services offerings. Most of all, you will find that I am a self-motivated professional who is willing to travel any distance and make every effort to achieve her goals. I am confident that this combination of attitude, skill, and experience will make me a valuable member of your sales team.

I offer you the following qualities:

- **Customer Centered:** Provide service to each customer that is personal, fast, and efficient.
- **Persistence:** Demonstrate a positive attitude in the face of challenges and an ability to overcome obstacles.
- **Personality:** Disciplined performer who focuses on results.

Realizing that this summary cannot fully communicate my potential contribution, I would appreciate the opportunity to speak with you personally.

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

Sincerely,

Kelly Smith  
enclosure