SPECULATIVE LETTER EXAMPLE 1

1 The Kings Road

Hartlepool

TS24 5FT

Date??

Miss Derby

Sales Director

Fast Financial Services

Washington Way

Hartlepool

TS26 8EY

Dear Miss Derby

I am currently looking for a challenging position in the finance sector, and I am writing to you to enquire whether you have any suitable vacancies for an experienced sales manager.

I am dependable and energetic with the ability to motivate and direct a sales force to meet targets and objectives. I am skilled at building customer loyalty and have developed, through experience, a highly competent level of management and organisational skills.

Areas of specific experience that will be of interest to you include:

* Responsibility for annual sales increase of nearly 30% over 5 years;
* Overall responsibility for four major product launches in as many years;
* Formulation of policy at all stages of sales development;
* Successful initiation and organisation of sales training programmes;
* Personal track record in direct sales with large client base;

As you will see from my enclosed CV, I have a strong background in financial services as well as sales and I believe that I could make a significant contribution to your organisation.

I would really appreciate the opportunity of a short meeting with you to discuss possible openings, and will contact your office within the next few days to request a suitable date and time.

Yours sincerely

Michael Franks

Enc.