

# ALEX WILSON

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January 4, 2010

Ms. Cindy Smith, SPHR  
Human Resources Director  
Leading Rx Manufacturer  
123 First Avenue  
Columbus, OH 55555

Re: Pharmaceutical Sales Representative Opportunity

Dear Ms. Smith:

Identifying emerging opportunities, expanding market penetration, closing key accounts, and generating unparalleled retention rates have been the focus of my entire sales career. Whether introducing new products into a zero-based territory, turning-around sales performance to set new company records, or developing "out-of-the-box" strategies to capture market share, I have been recognized for my self-motivation, innovative techniques, and winning sales approach. With a proven record of success in diverse sales and management roles, solid medical/science education and credentials, and completion of a field preceptorship, I am eagerly seeking opportunities within the pharmaceutical sales industry.

Most notably my career has included:

- ❑ Driving revenues to new heights, exceeding aggressive objectives in highly saturated markets, and most importantly, displaying the service and product acumen to sustain business and garner account loyalty.
- ❑ Managing complex B2B sales cycles and pipelines from needs assessments to proposal development, negotiations, closing, in-house training, and account management.
- ❑ Cultivating relationships with a wide range of stakeholders, identifying opportunities to generate brand awareness and revenue gains, and fostering a reputation as a valuable industry and business resource.
- ❑ Developing and delivering high-impact presentations to varied audiences, presenting to sales managers, owners, and executives with an effective, persuasive, and focused communication style.

I am certain that my background positions me to play an integral role in the continued success of Leading Rx Manufacturer. I am very interested in learning more about opportunities within the organization and how I can contribute to the achievement of your sales, business, and service objectives.

I have enclosed my résumé, which further details my experiences and key contributions. In an effort to discuss this opportunity further, I will be contacting you within the next few days to see if we might set up a time to meet. I can be reached at the numbers listed above should you have any preliminary questions. I appreciate your time in reviewing my qualifications and look forward to speaking with you soon.

Sincerely,

*Alex Wilson*

Alex Wilson

Enclosure: Résumé