

SAMPLE INQUIRY/PROSPECTING LETTER - SALES POSITION

1010 River Street
La Crosse, WI 54601

January 2, 20XX

Joseph A. Olson
Sales Manager
ABC Company
200 Lake Street
Minneapolis, MN 54722

Dear Mr. Olson:

ABC Company's extensive list of products and growth potential are attractive to me as I seek a position in the area of technical sales. I have successful sales experience and the ability to adapt to technical information. In May I will be graduating from the University of Wisconsin – La Crosse with a degree in Marketing and I am very interested in pursuing sales opportunities with your organization.

As you will see from the enclosed resume, I gained invaluable sales experience through both my part-time retail positions and my summer internship with XYZ Office Products. While on my internship, I exceeded my sales quotas and received excellent evaluations from my supervisor. As a student, I sought leadership opportunities in the American Marketing Association and believe I grew as a professional through those experiences.

I would welcome the opportunity to learn more about a possible sales career at ABC Company. I am from the Twin Cities area and will be at home on Spring Break the week of March 15th. Would it be possible to arrange a meeting at that time? I look forward to hearing from you.

Sincerely,

Jane A. Johnson

Enclosure