

# SAMPLE ONLY

## Covering Letter

Jonathan Doe  
ABC Sales  
99 King Street  
Sydney NSW 2000

Dear Jonathan,

*Re: Sales Assistant Vacancy (vacancy number 40568)*

I am writing to apply for the position of sales assistant advertised at [seek.com.au](http://seek.com.au) on 14 February 2012.

For the past two years I have worked as a sales assistant at a video store. I completed my Certificate 3 in retail and developed my customer service skills through upselling and product recommendation. Although I have greatly enjoyed this role, I am looking for a new challenge to further develop my retail sales career.

I have enclosed my CV to support my application. It shows important skills I could bring to the position.

- time-management and strong organisational skills
- high-level customer service
- upselling and normal sales
- motivation and dedication

I have been a customer of ABC Sales for a number of years and have always been impressed by your service. I personally love the products and would genuinely enjoy selling them. I am enthusiastic and professional, and would fit well into the company's culture. I think I could contribute to the ongoing success of your sales department.

I would very much appreciate the opportunity to talk with you further.

Thank you for considering my application.

I look forward to hearing from you, but will contact you late next week regardless.

Yours sincerely,

Jane Smith