

RICHARD WARRINGTON

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Graham Howard
Hiring Manager
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Dear Mr Howard

Further to your advertisement for a retail position on www.dayjob.com, I should like to apply for this vacancy, and enclose my Curriculum Vitae for your consideration. I am very interested in this post as I believe that I have the right combination of relevant industry experience, retailing skills & sales knowledge to not only make me an ideal candidate, but also a real asset to your company.

For the past three years I have worked for a well known high street retailer, where I have gained a reputation for making the right choices on key decisions about product selection, visual marketing, promotions and stock control. My prior work experience has given me a strong sense of client service, and a comprehensive understanding of the UK retail marketplace.

I am constantly maintaining an awareness of market trends in the retail industry, and monitoring what local competitors are doing. I keep in touch with the latest industry developments by being a member of numerous industry forums and associations, which allow me to interact with other retailing, marketing and advertising professionals. To date I feel my strongest abilities are;

- Always ensuring that the highest standards of quality, customer service and health and safety are adhered to.
- Managing and motivating those who work with me to increase sales & ensure efficiency.
- Being able to warmly greet customers and then quickly find out what their needs are.

I consider myself to be a dedicated and dependable individual who possess excellent verbal communication and customer orientation skills.

I feel that your company is the type of organisation in which I would excel, and I am convinced that my background, experience and qualifications would make me a perfect fit for your vacancy. In closing I would like to thank you for your time and consideration, and I hope to have the opportunity to discuss the opening with you in person.

Yours sincerely

Mark Harris

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