

## **Sales Manager Job Application Letter**

3500 Leopard St. HEB #040  
Corpus Christi, TX 25411

November 6, 2013

Mr. David C. Vorhoff  
Hiring Manager  
Sonic Automotive  
4401 Colwick Road  
Charlotte, NC 28211

Dear Mr. Vorhoff:

Setting tough goals and discovering effective ways to achieve them has always been my approach towards life. This is why the position of Sales Manager at Sonic Automotive, as advertised on your website, appealed me. I know that your company has shown a steady growth in the automobile industry, and that you need enthusiastic sales personnel to be on board with your mission. Therefore, I am offering you my versatile ways of motivating and leading the sales teams to attain their best for increased revenue.

It is evident from my attached resume that I have significant experience in managing automobile sales – just as you require. I have been able to thrive in fast-paced and sales-target driven environment. This capability is developed during my work at Hyundai Motors USA for over three years as a branch sales manager.

I initially started working at Hyundai Motors as an intern during my last year of BBA. Considering my outstanding performance and passion towards exceeding the sales targets, I was offered a permanent position as an assistant sales manager which I embraced consequently. After two years, I got promoted to the branch sales manager position. During my work, I repeatedly attained assigned sales objectives, and demonstrated excellent results in dealing with customers and dealers. I am also able to retain existing customers with increased satisfaction. Besides, I am highly skilled in providing merchandising and sales promotion support to dealers, coordinating auto displays, developing fleet sales and also assisting dealers with CRM and interactive marketing techniques.

Possessing requisite time management skills, I have always been able to complete administrative responsibilities like timely contact reporting, market recaps, sales forecasts and presenting progress monthly to senior management.

I would like to put my strengths into Sonic Automotive sales department helping you grow the revenue, retaining existing clients and earning new ones – by ensuring my sales team focuses on the needs of our target audience better than ever before. I have enclosed resume and will call you after one week to set a time of interview. Meanwhile, I can be reached at (159) 111-7615.

Thanks a lot for your interest.

Sincerely,

(Signature)  
David Cospers