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# Example of National Sales Manager Cover Letter

3688 Sam Camp
Funkchester, AZ 38556-8490

**Dear Tatum Zemlak,**

I would like to submit my application for the national sales manager opening. Please accept this letter and the attached resume.

In my previous role, I was responsible for application support (Holidex, IHG-RFP, The Sales Source, IHG Way of Sales, iKnow, Delphi, Javelin etc.) to all team members.

I reviewed the requirements of the job opening and I believe my candidacy is an excellent fit for this position. Some of the key requirements that I have extensive experience with include:

* Experience managing National and Regional Account customers and successfully supporting them across multiple geographies
* Strong understanding of the Food Retail Industry and its segments
* Working knowledge of OEM and distribution model
* Previous trade experience, experience in the gas engines, power generation, or installed equipment industries
* Familiar with Sales Principles (Value Pricing, Business Intelligence, Value Selling)
* Prior experience in Australian Electrical Industry, Power Distribution & Power Quality preferred
* Specific knowledge of leading a sales team managing product life cycles
* Water treatment experience preferred

**Thank you for your time and consideration.**

Sincerely,

Tatum Donnelly