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# Example of Trade Sales Cover Letter

71439 Kutch Radial  
Pagacshire, MT 92139

**Dear Greer Nikolaus,**

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

In the previous role, I was responsible for decision-support analysis to the Supply Chain and Trade teams with launch planning process for Ironwood's pipeline products by analyzing industry data to support development of trade and distribution strategies that ensure product supply to end customers and patients.

Please consider my experience and qualifications for this position:

* Manage relationship, development and execution of retail programs to achieve/support organizational objectives including, market share, volume, revenue, placements and brand awareness
* Maintain ongoing buyer and marketing relationships and communication at key retailers
* Primary partners are Retail Teams International and North America, Category Teams Local and Regional Latam , Local Agents, local Brand Director, Creative Director, Global Marketing and Franchise teams
* Careful coordination with Global Retail marketing team to ensure creative is consistent and on brand
* Manage execution of complex marketing programs that cross multiple business segments ( toys, dvd, apparel) and marketing vehicles ( in store, online, social, media, circular, PR, events)
* Be knowledgeable and up to date on retail and marketing activity and trends in Mexico and Latin America
* Reports to country director
* Requires excellent oral and written communication skills, analytical/interpersonal abilities

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

Sincerely,

Gray Mayer