

# VINCENT BARON

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## SHOWCASE THE EFFORTS OF A CHAMPION SALES CONSULTANT OF THE YEAR 4X

June 17, 2014

Company Name  
Attention Hiring Manager  
Company Address  
City, ST Zip

Ladies and Gentlemen:

It is with great interest that I apply for the position of Medical Device Sales within your organization. Even the best forecasters are not certain what tomorrow holds for dynamic markets. That is why I based my career on adapting to change and acting quickly to capture key opportunities. In this way, I have earned the trust of customers; respect of colleagues, management, and team members; and numerous awards for exceeding expectations on every level—both personal and professional. I relish the prospect of applying a “winning” skill set in a position where mutual benefits are gained by the right match.

### **Achievements, transferable skills, and a unique promise of value include the following:**

- **Without prior product knowledge, stepped into two entirely different environments and became the “go to” guy, earning unparalleled sales awards in US and Canadian businesses.**
  - *American Honda Motor Company Council of Sales Leadership Awards: Bronze Level (2008), Silver Level (2009), Gold Level (2010-2013), and Gold Master Level (2012 & 2013).*
  - *The only consultant to achieve Gold Level status in dealership’s 37-year history maintaining a 99.9% customer satisfaction score among all Gold-Level-qualified Honda sales consultants in 105 Honda zone dealerships.*
  - Ranked in “Top 3” for written sales 7x and “Top 3” for delivered sales 7x as a sales consultant at The Brecken—Canada’s largest distributor of furniture and appliances.
- **Ten years as a professional athlete and coach in 133 collective tournaments with a strong commitment to teams and community.**
  - Won tournaments on every surface (indoor, sand, grass, and mud) and in every format (doubles, co-ed, 3-man, 4-man, and 6-man) showcasing a proven ability to adapt to challenging environments.
  - Played competitive volleyball, traveled nationally to coach, and worked full time during a 12-month time period.

Because “proven skills” are best explained in person, I will call you next Friday, June 27, at 3pm to discuss how your personnel needs and my qualifications intersect so we can hit the ground running as a team that *makes things happen*. In the meantime, thank you for your consideration.

Sincerely,

Vincent Baron

### **Performance Endorsement**

*“The first thing that struck me about Vincent is his superior athletic ability. However, it did not take long to realize that is merely the tip of the iceberg. Vincent’s mental strength and determination are qualities that truly set him apart. His ability to perform under pressure is unmatched.”*

— John W. Frank, VP/GM Frank’s TN Boot Co.  
JH AVP Debut Sponsor Manhattan and Santa Barbara Opens



**Challenge:**

To write a cover in the AIDA (attention – interest – desire – action) format that would grab the attention of the 33% of readers who spend time on cover letters.

**Action:**

In the Achievements section, chose to give a quick summary of Vincent's "winning skills" on a volleyball court and in a dealership parking lot. No matter what he does, **he sets out to win. Interest is built in these quantifiable bullets**

The **desire** to give him an interview should come from the graph that shows he consistently plays to win.

Used words within the cover letter like "team" and "match" – words transferable from the volleyball court to being the right fit for his next position as a corporate team player.

To show initiative, Vincent has told HR that he will give them a call next Friday. I have been told by HR leaders in numerous seminars that when a potential client states this in a letter, they write it on their calendars.

**A cover letter written in this type of format that includes quantifiable achievements, a performance endorsement, and interesting graph about "winning" serves as a mini-résumé!**

**Result:**

Vincent is still looking as only those with 2-5 years of experience *in the medical device/pharm field* are being interviewed for open positions.

**Grammar note:**

In a Grammar session with author/publisher/writer, David Noble, years ago, he taught us that when you use quotes around the modifier ... e.g., "go to" guy ... that no hyphen is needed – the quotes take the place of the hyphen. I have researched this and found it to be right. I just wanted to make you aware. Thank you!