

Pharmaceutical Sales Candidate
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EXAMPLE

July 10, 2005

Dear Mr. Current Pharmaceutical Rep or Current Manager,

When speaking with my friend, Dr. Wonderful, I expressed an interest in the pharmaceutical industry; consequently, Dr. Wonderful directed me to your company as a potential employer. Naturally, I was very excited about the possibility of working for Janssen Pharmaceutica, a company who comes highly recommended by the physicians it serves.

Your mission statement, "Meet customer needs for high-quality, cost-effective healthcare by developing, producing and marketing differentiated pharmaceutical products and services that improve health outcomes." speaks volumes about the kind of company you are and strive to be. As the owner/operator for an international franchise, I aimed for high quality, differentiated services, as well. As a result, my successes include the following:

- Met customer needs for high-quality: Attracted and retained clients through relationship selling, excellent customer service, and rapid response to customer needs.
 - Grew clientele base from 90 customers the first year to over 500 repeat customers by third year in business.
- Developed and Produced differentiated services: Approached each customer as vital to my total success, and together drafted an individualized service package that best met their needs.
 - Doubled sales yearly from 1999-2005.
- Marketed Differentiated services: Planned strategies to target and develop new accounts.
 - Secured new commercial accounts, resulting in increased revenues of approximately \$30,000 to \$65,000 each successive year.
 - Recognized by the National Corporate Office on 20 separate occasions for increasing sales volume.

As a former middle school teacher and coach, I learned to present information in a clear, concise manner, yet maintained a high degree of enthusiasm in order to "sell" myself to my students, each day. I developed a positive, personal relationship with each student. As a result, I had a measurable impact; my student's educational performance improved significantly! In addition, my large repertoire of sales and communication techniques helped me become successful in my own business, and I am confident that my experience will enhance Janssen Pharmaceutica's success, as well.

With the current increase in "no-see" clinics, you need a results-driven, master relationship-builder to gain greater access and influence. Put simply...I can do that for you. I look forward to discussing how I can explode market share for your company's products when I meet with you on Friday, July 12. In the interim, I may be contacted by phone or e-mail, as listed above.

Best regards,

Pharmaceutical Sales Candidate
Enclosures

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