

What makes up a strong cover letter.

Introduction

- Greet the Hiring Manager
- Start with a strong opening statement
- Cut out any fluff ("I found this job on Indeed")

Body

- Break down your experience based on the qualifications in the job description
- Bullet points can be easier than paragraph form
- Include how you would fit within the company's culture/values

Conclusion

- Mention anything you missed in the previous paragraphs.
- Thank the reader for their time and consideration
- End the letter with a call to action that encourages them to reach out to you.

Dear Hiring Manager,

I am writing to express my interest in the retail sales position at [Company Name]. With a passion for providing exceptional customer service and a proven track record in sales, I believe I am an ideal candidate to contribute to your team's success. I bring 5 years of experience in the retail industry, where I have consistently achieved and exceeded sales targets.

I'm excited to continue my journey by contributing and growing at [Company Name]. There are three things that make me the perfect fit for this position:

- Firstly, my experience in retail has equipped me with a deep understanding of the dynamics of customer service and sales.
- Secondly, my strong interpersonal and communication skills enable me to connect with customers on a personal level, understand their needs, and provide tailored solutions.
- Finally, I've always appreciated how much [Company Name] stays ahead of industry trends. I am passionate about keeping up with the latest advancements in the retail sector and constantly seeking opportunities to enhance the customer experience. Your company seems like the perfect place to accomplish that.

Please find my attached application for further details on my skills and accomplishments. Do not hesitate to reach out if you have any questions or need further clarification on my experience. I would love to meet with you and discuss this position in detail.

Thank you for your consideration,