

DATE

Matthew Biggs
123 Coventry Street
Calgary, Alta T5V 3F9
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mbiggs@sympatico.ca

Kate Casey, VP of Sales
Greenbelt Environmental Products, Inc.
1267 Silver Springs Blvd
Calgary, Alta T3D 7Y5

Dear Ms Casey:

When I read about the position for Sales and Marketing Manager for Greenbelt Environmental Products on the Workopolis.com website on DATE I knew immediately this was a position of great interest to me. As the following comparison shows, my qualifications match the requirements of the position very well.

Your Requirements

Marketing/Business development

Academic/Work Experience

Sales Management

My Qualifications

Initiated and directed the implementation of a business plan that increased national market share by 300% +.

Developed and maintained successful strategic alliances in a competitive service marketplace with 100+ clients.

Identified and directed the development of a new national service product to meet client expectations.

Hon.B.A. Majors in Psychology, Sociology; CPSA designation

14 years progressive marketing and sales experience.

Directed a sales team of 10 to a first-place finish with sales in excess of \$12.4M

Led a senior management task force to automate Sales and Marketing Departments with a 3.9% productivity return.

I look forward to meeting with you personally to further explore the contributions I can make to Greenbelt and how we can build a strong and highly productive sales team.

Best regards,
Enclosure