Chapter 22

Activity 22-1 Improving a Cover Letter

**Directions:** Read the following qualifications. Imagine you have achieved these things and are looking for a job to fit your experience. Then, read the following job description. Craft a message that you would put in an e-mail to apply for the position. Key your response in a separate document and submit to your instructor.

Qualifications

• Received a bachelor degree in marketing.

• Worked for another publisher for three years.

• Looking for a position with more opportunities and challenges.

• Experienced in the education sales market.

• Accustomed to travel.

• Self-starter.

Job Description: Outside Sales Representative

Publishers, Inc. is searching for a career-oriented, well-organized, salesperson to work the Northern California, Oregon, and Washington territory. Previous technical, teaching, and/or sales experience preferred. Travel required. The candidate will work independently in their territory while maintaining close contact with management. Some responsibilities include the following:

• Travel via automobile and/or airplane to make sales calls to teachers and administrators in middle schools, high schools, career and technical schools, community colleges, private training schools, and four-year colleges and universities.

• Attend state and local career and technical, family and consumer sciences, technology, and trade and industrial conventions and/or in-service workshops within the assigned territory.

• Communicate regularly with the National Sales Manager by phone, e-mail, and CRM software to provide information on customers, specific issues, sales, product information, and general economic and business issues.

• Attend scheduled sales conferences

• Use SAGE CRM software to enter sales opportunities and track sales progress.

• Make presentations at state and local textbook adoption hearings and other teacher workshops.

• Provide product and market feedback to our editorial staff to be used when revising existing product and developing new product.

Requirements Include:

• Bachelor degree preferred.

• Strong leadership, communication, and organizational skills required.

• Excellent group presentation skills a must.

• Microsoft office program skills required.

• Five years sales and/or marketing required.

• Textbook or educational sales a plus.

• Must have excellent interpersonal skills and the ability to work successfully with a variety of people.

• Must be well-organized, self-motivated, and highly energetic.

• Must fulfill legal requirements of state residence to drive a car.

To apply for this position, please e-mail your cover letter and résumé to publishers@e­mail.com.