



## EMAIL EXAMPLE

Ed,

I appreciate you taking time out to meet with me today -sharing your goals, expectations, and how your group is measured.

Our approach to sales and management is very similar. My plan will be to quickly evaluate the team and set expectations. You stated you needed a leader who could help the team:

- Prospecting - they haven't been doing it properly...and enough of it
- Product knowledge - it seems the team doesn't train on the products
- Qualification of clients - the process now is to simply try to sell to everyone
- Accountability - the reps have no objective standards
- Team building - there is none

My experience as a manager in the last two companies I have been with demonstrates:

- Prospecting - I developed a specific daily plan for prospecting that everyone lived by
- Product knowledge - I held weekly seminars by our suppliers, teaching the whole sales force, product integration
- Qualification of clients - I developed a specific 'formula' used by the sales force to qualify prospects with a numerical value
- Accountability - I instituted a daily, weekly, monthly, yearly objective process that held the reps to a tough standard
- Team building - I instituted a number of both formal and informal programs to promote team building

I am passionate about winning. I am big on quick victories and will add value to your team on day one. I am not the low cost filler for this position. What I guarantee is that I will create the most value and be your highest return on investment. I am the man for the job.

Thank you for your recommendation. I will follow up with Dave on next steps.

Best regards,  
Chad Miller