

Module 03 Relationship Selling
Unit 04 Networking – The Job Market
Email Format

To: Chris Reddy
From: Rakeem Bateman

Dear Chris,

Jon Keller suggested that I touch base with you. He mentioned that you are one of those unique sales professionals who is always looking for creative ways to grow your business and good salespeople to help you do it. I believe I am one of those people. Some highlights of my background include the following:

- **Sales Experience:** As an Account Management Intern in the Sales Department at Recovery Systems, Inc., I headed up the social networking efforts for the company and generated 30 new leads in 4 weeks by setting up and managing LinkedIn and Twitter accounts.
- **Leadership Skills:** As the president of the Green For Life student organization on campus, I provided leadership to our group that raised \$2,300 to support local recycling efforts as a result of our "Go Green Now" campaign.
- **Work Ethic and Commitment:** I am focused and determined to succeed. I have held a full-time job while attending school. In addition, I have participated in community service efforts.

I would like the opportunity to meet with you to talk about what you look for in a new salesperson. I'll follow up with a phone call on Friday so we can set up a time that is convenient.

Sincerely,

Rakeem Bateman

When you send your résumé to someone with whom you are networking via e-mail, it's best to include your three bullet points from your cover letter as the body of the e-mail.