

Print Sales Representative Cover Letter

Subject: Application for Commercial Print Sales Representative

Dear [Hiring Manager's Name],

Your advertisement for a Commercial Print Sales Representative immediately caught my attention, as it perfectly aligns with my background in B2B sales and my passion for the print industry.

For the past five years, I have consistently exceeded sales targets at [Current Company], a regional printing services provider. My achievements include growing my territory revenue by 180% through strategic account development, securing fifteen new corporate accounts with annual contracts exceeding \$50K each, and maintaining a 92% client retention rate through exceptional relationship management.

I understand that successful print sales requires both technical knowledge and consultative selling skills. I have educated myself extensively on printing processes, substrates, finishing options, and cost variables, enabling me to provide genuine solutions rather than simply taking orders.

What excites me about [Company Name] is your reputation for innovation and your investment in advanced printing technologies. I am particularly impressed by your sustainable printing initiatives and believe these differentiators provide excellent talking points for prospective clients.

My approach combines persistence with professionalism. I am comfortable with cold calling, networking events, and leveraging digital marketing tools to generate leads. I am also committed to understanding client needs deeply and building long-term partnerships.

I would welcome the opportunity to discuss how my proven sales record can contribute to your growth objectives.

Sincerely,

[Your Name]

[Contact Information]

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