18 February 2012

Reginald Farnham

ABC Sales

85 Tuesday Road

Papakura

AUCKLAND

Dear Reginald

**Re: Sales Assistant Vacancy (vacancy number 40568)**

I am writing to apply for the position of sales assistant at your company, which was advertised in the Daily Post on 14 February 2012.

For the past two years I have worked as a sales assistant at a busy shoe store, where I have developed my customer service skills. Although I have greatly enjoyed this role, I am looking for a new challenge that will provide me with the opportunity to further develop my retail sales career.

I have enclosed my CV to support my application. It shows that I will bring important skills to the position, including:

* time management and strong organisational skills
* high-level customer service
* cash-handling and sales ability
* motivation and dedication.

I have been a customer of ABC Sales for a number of years and have always been impressed by the quality of service I have received. I am enthusiastic and professional, and I believe I would fit well into the company’s team culture and contribute to the ongoing success of the sales department.

I would very much enjoy having the opportunity to talk with you further to discuss the requirements and expectations of the position, and how I could use my skills to benefit ABC.

Thank you for considering my application. I look forward to hearing from you.

Yours sincerely,

Lizzie Long