

Joe Executive  
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January 15, 20XX

John Smith  
Chairman  
LCC Company  
1288 Olympic Street  
New York, NY 10000

Dear Mr. Smith,

With a stellar track record of increasing market share, profitability and product offerings for my employers, it is my pleasure to submit my resume for your opening for President of LCC's North American division. I believe that, on review, you'll recognize that my background is exactly what LCC needs to lead it to the next level.

My greatest strengths are those most necessary to continued, consistent growth and prosperity:

- \*\* Proven success in identifying markets, strategic thinking and planning, and problem solving.
- \*\* Strong leadership for product-development teams and the willingness and ability to take bottom-line responsibility for pricing, marketing and promotion plans.
- \*\* A career-long record of consistently increasing global market share and profitability.
- \*\* Outstanding ability to develop new marketing channels and strategic-alliance programs in increasingly important global markets.

My in-depth knowledge of all phases of business activity, along with specialized abilities that set my performance apart, enable me to offer a genuinely unique talent. I'm confident I can bring to the table a package of skills, experience and abilities that will provide you with an invaluable resource.

I thrive in an atmosphere of challenge and excitement such as that offered at LCC Company, and look forward to discussing with you personally how my abilities can best serve your needs.

Sincerely,

Joe Executive

Enclosure