
February 5, 2014

Earthbound Farm
Human Resources Department
Chicago, IL

Dear Hiring Manager,

Please consider my enclosed resume for the job opening listed on your website: **Territory Business Development Manager**. I have been seeking just such an opportunity and my background appears to be a good match for your requirements.

My 15+ years' experience as a Sales Professional includes successful **territory management of 70 Fortune 500 Consumer Packaged Goods franchises that have exceeded \$27 million in annual sales**. The team of franchises was awarded "**FPT of the year in The Southwestern United States.**"

Having worked at **Business Development with well over 200 California-based businesses and agricultural companies**. My sales background includes extensive experience in **managing accounts, events and trade shows, making decision-maker presentations, forecasting, building merchandising shelf displays and truck displays, performing product rotations, demos, and store audits, and developing merchandising store programs**.

These areas of my background match your requirements:

- **BA in Communication** from North Park College in **Chicago, Illinois**.
- 15+ years' sales experience, including **territory management of 70 franchises that exceeded \$27 million in annual sales for a Fortune 500 Consumer Packaged Goods company**.
- **Prior grocery-related experience** at Fresh Express.
- **Extensive training and event and trade show experience**.
- **Performed consultative, fact-based technical selling** in multiple sales positions, making presentations that successfully influenced decision makers to purchase.
- Experience using **statistical data and metrics**.
- Working knowledge of **Excel, Word, Access, and PowerPoint**.
- Excellent **organizational, project management, forecasting, and planning abilities**.
- **Valid Driver's License** and excellent Motor Vehicle Report.
- **Experienced with frequent travel** throughout a large sales territory.
- **Able to relocate** and have previously lived in Chicago, Illinois.

I have been acknowledged by management and clients for my exceptional work ethic, proven problem-solving skills, and going the extra mile to exceed client and corporate objectives. My salary requirements are negotiable. Thank you for your consideration and I look forward to hearing from you.

Thank you,
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