

# Alverta Fread

Territory Sales Manager

Dear Ms. Kastanis,

I am writing to express my strong interest in the Territory Sales Manager position at Procter & Gamble. With a solid foundation of five years in sales, a proven track record of exceeding sales targets, and a deep understanding of the consumer goods market from my tenure at Coca-Cola, I am excited about the opportunity to bring my expertise to your esteemed company.

During my time at Coca-Cola, I honed my skills in developing strategic sales plans, forging strong relationships with clients, and leading successful teams to achieve and often surpass sales goals. My hands-on experience in managing a diverse territory has equipped me with a keen insight into consumer behavior and the agility to adapt to various market dynamics. This experience has instilled in me the ability to not only meet the demands of a competitive sales environment but to thrive in it.

I am particularly drawn to Procter & Gamble because of your commitment to innovation and leadership in the consumer goods industry. Your dedication to brand excellence and customer satisfaction resonates with my professional values and aspirations. I am eager to contribute to your team by bringing my unique blend of skills and experiences to drive growth and expand market share within the assigned territory.

I am confident that my proactive approach to sales management, combined with my passion for fostering collaborative team environments, will make a significant contribution to the continued success of Procter & Gamble. I look forward to the possibility of discussing how my background, skills, and enthusiasms can align with the goals of your sales team.

Thank you for considering my application. I am very much looking forward to the opportunity to discuss how I can be a valuable asset to Procter & Gamble.

Warm regards,

Alverta Fread

**To**

Procter & Gamble  
Nalia Kastanis

**From**

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