*Amy Anderson*

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*19-May-2022*

*Mr. J. Jones*

*Passion 4 Fashion*

*Lisburn*

*Co. Antrim*

*Dear Mr. Jones,*

I am excited to apply for the fashion sales assistant position at Passion 4 Fashion. If you are seeking a customer-orientated, experienced, and personable professional to join your team, please review and consider this letter and my enclosed CV. I have nine years of retail sales experience in a variety of stores. In my current position as a Sales Assistant at Trendz boutique, I offer customer service to all customers, including suggesting suitable purchases and answering their queries. I also complete customer transactions at the checkout.

I am familiar with almost every aspect of the retail industry, including merchandising and taking inventory. My expertise lies in identifying the needs of customers, recommending the right products, and organizing stock levels. My friendly personality ensures that customers always feel at ease and is one of the reasons for my regularly high monthly sales. As well as being detail-orientated and creative, I enjoy assisting customers when it comes to creating ensembles for special occasions. In past employee reviews, my exceptional people skills have been praised.

Highlights of my career as a sales assistant to date include the following:

* *Helping Trendz Boutique increase its sales revenue by 25% after being there for within three months of my arrival. I developed an innovative visual merchandising initiative which led to a swift rise in the sale of men’s clothing.*
* *A proven track record in building and sustaining long-term relationships with customers, including an extremely high customer loyalty rate.*
* *I am in the process of studying for a Bachelor’s Degree in Marketing at Queen’s University Belfast.*
* *Excelled in all previous retail positions at New Look, Lidl, where I consistently garnered praise from management, customers, and colleagues.*

I am confident that if I receive an interview for this position, you will discover that I am the best candidate. I welcome the opportunity for a face-to-face meeting at a time that suits you because I am flexible. I look forward to discussing this position further, and thanks for your consideration.

*Sincerely,*

*Amy Anderson*

*P.S. – I’d love to get the chance to sit down and talk about the one change I made in the Hospice shop that increased sales by 25%*