MARIE B. SMITH

40 Name Avenue ❖ New Jersey, NJ Zip ❖ (908) 555-1212 ❖ marrie_smith@aol.com

Date

Mr. John James
New Business Director
Major Bank
200 Street
New Jersey, NJ Zip

Dear Mr. John James:

In a recent article entitled "10 Things a bank won't tell you" by SmartMoney Magazine, I was appalled to read *#1: Our branches are there to sell you, not serve you.*

Of course banking institutions operate for profit, that's no mystery. However, with all the financial shows on TV and research available on the web, today's consumers are more savvy and demanding.

What will make the difference when they shop around? Service! As a successful Business Development Officer and Senior Branch Manager I have built my reputation on service.

For instance, I have:

- Set the bar in forming strong bonds in the community through caring, educational outreach.
- Initiated socially responsible partnerships with nonprofit/municipal/corporate organizations.
- Trained staff in providing the most knowledgeable, considerate attention to over 4,000 house accounts—and every customer that walks in, calls or passes by.

Let me be clear, however. I am equally focused on driving revenue. For example, I have:

- Maintained $4M in average annual growth while generating more than $700K in referral sales.
- Grew $5M in deposits to over $125M—resulting in two *Manager of the Year* Awards.

Today, I am eager to steer this track record to your door. With interest in discussing your Senior Branch Manager position, I am submitting the attached resume for consideration.

I am confident that my highly developed industry knowledge, sought after leadership talents and commitment to customer retention will have an immediate, positive impact on your bottom line.

Perhaps it would be helpful to speak further in person on how we can set this in motion. I will contact your office shortly to inquire of a convenient meeting time. If you share more immediate interest, please don't hesitate to contact me at my number above.

In advance, I thank you for your time and efforts and look forward to speaking with you soon.

Sincerely,

Marie B. Smith