

# DANA LEAVY-DETRICK

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[COMPANY NAME]

Re: [JOB TITLE]

March 25, 2019

Attention Hiring Manager:

My background in sales and business development includes over 10 years of experience driving revenue growth, profitability, and strategic partnerships within the consumer goods space. I bring a strong set of transferrable skills and enthusiasm for the cannabis industry that positions me for success as the [JOB TITLE] with [COMPANY NAME].

The ability to recognize new opportunities, break into new markets, and establish lasting relationships has remained a consistent thread throughout my career. I've worked exclusively in the consumer products space to develop, market, and sell both private label and licensed brands. I've managed multi-million-dollar account portfolios and built partnerships with leading retailers across the country. I've developed and trained national sales teams of up to 50 staff in multiple geographic markets. And I've proven my ability to pivot and adapt to evolving trends, changing markets, and new areas of responsibility.

At this level in my career, I am confident that I can offer:

- A combination of sales expertise, business acumen, and familiarity with the cannabis industry. I am continually networking, researching, and building my knowledge base to boost my credibility and understanding of the product.
- Strong consultative selling skills with experience managing lengthy sales cycles and overseeing end-to-end client engagements.
- Ability to cultivate strong client relationships that translate to ongoing business opportunities.
- Success working cross-functionally (product development, logistics, creative, sales, marketing, leadership) to bring new products and programs to market.

I look forward to discussing the position in more depth. Thank you for your consideration.

Respectfully,

Dana Leavy-Detrick