

First name , second name  
address line 1  
address line 2  
phone number  
name @email.com

May 29, 2016

Dear Mr Smith

**Reference vacancy 12345** Loyalty and Customer Relationship Manager

Please see attached my CV in application for this vacancy.

I have always admired your organization, and have been keen to move into the telecoms sector for some time. Your company is well regarded in the area for its work with the community.

I know that the company has a policy of internal promotion, so I would love the opportunity to join the organization and develop my career with you.

The position you are advertising is of great interest to me, as I feel strongly that customer loyalty is the key to a company's success.

I have previously worked in Sales and although I enjoyed my time there and had considerable success, I feel that now is the time to broaden my horizons and move into Customer Relationship Management.

With my current company I have been promoted to manage my own team, so I can point to a track record of leadership skills, and can provide several referees who will affirm my determination to succeed in my career.

Yours faithfully

First name, second name