Dear Hiring Manager,

I am excited to apply for the Sales Executive position at Story Homes for the Cumbria and Scotland region. With two years of experience as a Sales Executive in the broadband industry, I have honed my skills in customer relationship management, sales, and providing an outstanding customer journey—qualities I am eager to bring to your team.

In my previous role, I worked with various UK housebuilders, including Story Homes, to ensure the FTTP infrastructure was fitted before customers moved into their new homes. This experience gave me valuable insight into the housing industry and the high standards that Story Homes upholds. I am proficient in using CRM systems, specifically ZOHO, to manage customer interactions, track progress, and ensure that every customer receives timely and accurate information throughout their journey.

I have a proven track record of exceeding sales targets by building strong rapport with customers, understanding their needs, and providing knowledgeable, tailored advice. My approach involves actively establishing customer requirements, managing expectations, and maintaining regular contact to provide progress updates, ensuring a smooth and satisfying experience from start to finish. I pride myself on representing company values with professionalism and integrity in every customer interaction.

My negotiation skills, proactive mindset, and self-driven nature have consistently led to successful outcomes, both independently and as part of a team. I thrive in environments where I can take initiative, make meaningful contributions, and adapt to meet the evolving needs of the business.

I am particularly drawn to this role at Story Homes because of the company’s commitment to quality and customer satisfaction. I am enthusiastic about the opportunity to apply my sales experience, customer-centric approach, and dedication to excellence to help achieve and exceed the company’s goals.

Thank you for considering my application. I am eager to discuss how my background and skills align with the needs of your team. I am available at your convenience for an interview and can be reached at 07708247688 or alexshearman@outlook.com.

Yours sincerely,

Alex Shearman.