

JOSEPH P. FICTION

123 Anystreet ■ Anytown, FL 12345 ■ (555) 555-5555 ■ joefiction@email.com

March 8, 2012

To Whom It May Concern:

Please accept this letter of recommendation for Ms. Jane Smith regarding her value and qualification for any sales management position you may have available in your organization.

It has been my great pleasure to know Ms. Smith for seven years, both as her employer at ABC Corporation (2006-2011), and as a professional colleague in the Cogs and Sprockets Industry.

Ms. Smith has proven to be an exceptionally qualified sales executive with 15 years experience in the management of major accounts for mid-size companies and Fortune 500 corporations.

In addition to implementing strategic sales and marketing programs that effectively supported a \$5 million revenue growth in 2008, and a second significant increase in sales in 2010 (despite a challenging market), Ms. Smith delivered innovative solutions that enabled ABC Corporation to achieve higher profit margins and a wider market share than any of its competition.

She produced highly qualified teams and professionals devoted to ABC objectives, and unfailingly handled conflict and employee challenges with grace, diplomacy and intelligence.

Her dedication to quality customer service and meeting the unique needs of our most important accounts were top of the line, bar none. She has the drive and energy necessary to see complex projects through to completion, and her sales and marketing skills are among the best I have ever seen.

I can confidently recommend Ms. Smith for any executive level position in sales, marketing, new business development and/or team leadership.

If I may provide you with any further information in your consideration of Ms. Jane Smith as a candidate, please, let me know. I will gladly make this information available to you.

Sincerely,

Joseph P. Fiction
President, ABC Corporation
(555) 555-5555
joefiction@email.com