

# Joe P. Fiction

1234 Anystreet, Anytown, AnyState 56780  
Home (098) 776-5432 / Cell (098) 543-2109 / joefiction@email.com

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October 4, 2005

To Whom It May Concern:

It is with great pleasure that I write this letter of recommendation for Ms. Jane Smith.

I have known Ms. Smith for seven years, both as her employer at ABC Company from 1999 through 2003, and as a professional colleague.

Ms. Smith is a highly qualified sales executive with experience in the management of major accounts for mid-size to Fortune 500 companies. In addition to implementing strategic marketing and sales communications that effectively supported a \$5 million increase in revenue for ABC Company (2002), Ms. Smith consistently delivered the types of programs and solutions necessary to achieve higher profit margins and wider marketplace potential. She produced quality teams that were devoted to her objectives and unflinchingly handled conflict with grace and intelligence. Her dedication to quality customer service was bar none.

Ms. Smith holds a Master of Business Administration (MBA) degree from the University of Import and completed her Bachelor of Arts degree at Another University of Import. She is an active member of the \_\_\_\_\_ professional association.

Ms. Smith's native intelligence for sales and marketing is among the best I have seen. She has the drive and energy necessary to see complex projects through to completion, guiding teams and clients through the entire lifecycle process, on time and within budget. She is both a team player and a dynamic leader, a professional who wins the respect of others through her integrity and unwavering desire to bring out the best in her teams.

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, please feel free to contact me.

Sincerely:

Joe P. Fiction  
President, ABC Company  
(555) 555-5555 (business)  
joefiction@email.com