

COVER LETTER SAMPLE



hello@optimcareers



@optimcareers



www.optimcareers.com

Dear Mr. Sperry and Team,

I recently had a conversation with Anne in your customer success department and I found this position that I am a fit for at Optim.

I'm excited to write you because I saw that you recently acquired a recruiting software company and your job posting made it quite clear that you have a focus on retaining and growing the accounts that most likely came with that acquisition.

My background is a blend of SaaS customer success and recruitment, so you can imagine my excitement at this opportunity. In my experience, your success in retaining and growing those newly acquired accounts will come down to mushrooming accounts to increase utilization across multiple user groups, having a strong onboarding and adoption process, and establishing the right KPIs for quarterly business reviews.

In my time at Recruit.com, I was able to leverage my intimate customer knowledge (I was a former recruiting manager) to increase account utilization by 36% and increase average account revenue by \$20,000 in ARR. Not only was I able to retain our clients but through the right blend of empathy and authority I was able to generate a steady stream of new leads for our sales teams in the form of referrals.

I look forward to the opportunity to meet you and your team and explore the possibility of bringing my unique background to help you meet your objectives this year.

Exciting times ahead,

Candidate Cole
555.555.5555
cole@optimcareers.com

