

[Your Full Name]
[Your Job Title]
[Your Phone Number] \ [Your Email Address]
[Your LinkedIn Profile URL]

[Date]

[Recipient Name]
[Recipient Job Title]
[Institution/Firm Name]
[Office Address]

Dear [Recipient Last Name],

I am writing to express my interest in the [Position Name] role at [Firm Name]. I was encouraged to reach out by [Referral Name], [Referral's Title/Relationship], who spoke highly of your team's institutional sales strategy and market positioning.

With a background in [Number] years of business development within the [Specific Asset Class or Sector] space, I have consistently driven AUM growth by cultivating deep relationships with [Target Client Types, e.g., Pension Funds, Family Offices, Foundations]. My approach focuses on bridging the gap between sophisticated investment products and the complex fiduciary needs of institutional allocators.

Key highlights of my experience include:

- **Revenue Generation:** Successfully raised [\$ Amount] in new mandates over a [Timeframe] period.
- **Strategic Partnerships:** Developed a robust pipeline of [Region/Segment] prospects through targeted outreach and technical product knowledge.
- **Relationship Management:** Maintained high retention rates by providing white-glove service and timely market insights to institutional stakeholders.

I have long admired [Firm Name]'s reputation for [Specific Firm Strength, e.g., innovative alternative offerings/strong ESG integration]. I am confident that my network and consultative sales style align perfectly with your current growth objectives.

I have attached my resume for your review and would welcome the opportunity to discuss how my background can contribute to your institutional sales efforts. Thank you for your time and consideration.

Sincerely,

[Your Signature]

[Your Printed Name]