

To: [Hiring Manager Name/VP of Sales]

From: [Your Name]

Current Role: [Your Current Job Title]

Date: [Date]

Subject: Internal Application for Sales Director

Dear [Manager Name],

Please accept this letter as my formal expression of interest in the Sales Director position. Having spent the last [Number] years as [Current Title] within [Company Name], I have developed a deep understanding of our sales cycles, product ecosystem, and client base. I am eager to transition into this leadership role to drive the team's strategic vision and exceed our upcoming revenue targets.

During my tenure in the [Current Department] department, I have consistently delivered results that align with our corporate objectives, including:

- [Key Achievement 1: e.g., Increasing regional revenue by X%]
- [Key Achievement 2: e.g., Implementing a new CRM workflow that improved lead conversion]
- [Key Achievement 3: e.g., Mentoring junior account executives to meet their quarterly quotas]

As Sales Director, my immediate focus would be on [Strategic Goal 1] and [Strategic Goal 2]. Because I am already integrated into the company culture and familiar with our internal processes, I can bypass the traditional onboarding curve and begin executing on these initiatives immediately.

I am proud of what we have built at [Company Name] and am committed to leading our sales force toward continued growth. I look forward to discussing how my internal experience and leadership style can serve the team in this new capacity.

Sincerely,

[Your Signature]

[Your Printed Name]