

**To:** [Hiring Manager Name]  
**From:** [Your Name]  
**Current Role:** [Current Job Title]  
**Date:** [Current Date]

**Subject: Internal Application for Client Acquisition Manager**

Dear [Hiring Manager Name],

I am writing to formally express my interest in the **Client Acquisition Manager** position within the [Department Name] team. Having spent [Number] years/months with [Company Name] as a [Current Title], I have developed a deep understanding of our value proposition and internal workflows, which I am eager to leverage in this growth-focused role.

During my tenure in [Current Department], I have consistently demonstrated a commitment to company objectives, specifically by:

- [Key Achievement 1: e.g., Exceeding performance metrics or KPIs]
- [Key Achievement 2: e.g., Improving a specific process or client interaction]
- [Key Achievement 3: e.g., Collaborative project or internal leadership]

My familiarity with [Company-Specific Software/CRM] and our ideal client profile allows me to transition into this role with minimal ramp-up time. I am particularly excited about the opportunity to [mention a specific goal of the new department, e.g., expand into the mid-market sector] and contribute to the continued expansion of our client base.

I look forward to discussing how my internal experience and professional background align with the goals of the Client Acquisition team. Thank you for your time and consideration.

Sincerely,

[Your Name]  
[Internal Extension/Email Address]