

To: [Hiring Manager Name]

From: [Your Name]

Date: [Date]

Subject: Internal Application: Market Expansion Specialist - [Target Region/Vertical]

Dear [Hiring Manager Name],

Please accept this letter as a formal expression of my interest in the Market Expansion Specialist position within the [Department Name] team. Having spent [Number] years at [Company Name] as a [Current Job Title], I have developed a deep understanding of our product ecosystem and am eager to apply this knowledge to our growth initiatives in [Target Market].

In my current role, I have consistently [Key Achievement related to market knowledge or sales]. My familiarity with our internal processes and cross-functional teams allows me to bypass the standard learning curve and immediately focus on:

- [Relevant Skill: e.g., Analyzing local competitor landscapes]
- [Relevant Skill: e.g., Adapting value propositions for new demographics]
- [Relevant Skill: e.g., Scaling operational workflows for regional growth]

During my tenure, I have built strong relationships with the [Department A] and [Department B] teams, which I believe will be instrumental in ensuring a seamless rollout for [Target Project]. I am particularly motivated by [Company Name]'s goal to [Specific Company Goal] and am confident that my background in [Specific Skill] will contribute significantly to achieving our expansion KPIs.

I look forward to the possibility of discussing how my internal experience and strategic approach can support the success of the [Target Market] expansion. Thank you for your time and consideration.

Sincerely,

[Your Name]

[Current Department]