

To: [Hiring Manager Name / Sales Leadership Name]

From: [Your Name]

Current Role: [Your Current Title, e.g., SMB Account Executive]

Date: [Date]

Subject: Internal Application: Mid-Market Account Executive

Dear [Hiring Manager Name],

Please accept this letter as a formal expression of my interest in the Mid-Market Account Executive position. Having spent the last [Number] months/years as a [Current Role] within [Company Name], I have developed a deep understanding of our product ecosystem and a proven track record of exceeding sales targets.

During my tenure in the [Current Department] segment, I achieved [Percentage]% of my annual quota and successfully closed [Number] deals. My familiarity with our internal processes, CRM workflows, and cross-functional teams allows me to transition seamlessly into the Mid-Market segment with minimal ramp-up time.

I am particularly drawn to this role because of the opportunity to manage more complex sales cycles and engage with larger stakeholders. I am confident that my experience in [mention a specific skill, e.g., discovery, multi-threading, or technical demonstrations] will translate effectively to the Mid-Market landscape and contribute to the team's quarterly goals.

I have discussed this move with my current manager, [Current Manager's Name], who is supportive of my professional growth within the company. I look forward to the possibility of discussing how my institutional knowledge and sales methodology can drive revenue for the Mid-Market team.

Best regards,

[Your Name]

[Your Employee ID / Internal Contact Info]