

[Your Full Name]
[Address Line 1]
[City, State, Zip Code]
[Phone Number] | [Email Address]
[LinkedIn Profile URL]

[Date]

[Hiring Manager Name]
[Title, e.g., Chief Revenue Officer]
[Company Name]
[Company Address]

RE: VICE PRESIDENT OF GLOBAL CHANNEL SALES - [JOB REFERENCE NUMBER]

Dear [Hiring Manager Name],

[Introductory Paragraph: Express interest in the VP of Global Channel Sales role. Briefly summarize your years of experience in indirect sales leadership and your expertise in building scalable, high-growth global partner ecosystems.]

[Strategic Vision Paragraph: Detail your philosophy on multi-tier distribution, VARs, OEMs, and System Integrators. Highlight your ability to align channel strategy with overall corporate revenue goals and market expansion.]

[Achievement Bullet Points:]

- **Global Expansion:** [Describe a specific instance where you grew international partner revenue by X% or entered new geographic markets.]
- **Program Innovation:** [Mention a partner program or incentive structure you designed that increased partner engagement or recruitment.]
- **Operational Excellence:** [Detail experience with PRM tools, forecasting accuracy, and cross-functional collaboration with Marketing and Product teams.]

[Company Alignment Paragraph: Explain why you are interested in [Company Name] specifically. Mention their current market position or product portfolio and how your global network and leadership style will accelerate their channel maturity.]

[Closing Paragraph: Reiterate your enthusiasm and readiness to drive global revenue. Request an interview to discuss how your strategic background aligns with the company's growth trajectory.]

Sincerely,

[Your Signature]

[Your Printed Name]