

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

[Date]

[Hiring Manager Name]
[Title of Hiring Manager]
[Company Name]
[Company Address]

RE: Vice President of Global Indirect Sales - [Job Reference Number]

Dear [Mr./Ms./Mx. Last Name],

[Opening Paragraph: State the specific position you are applying for and provide a high-level summary of your executive experience. Mention your total years of leadership in indirect sales, channel partnerships, and global market expansion.]

[Second Paragraph: Detail your expertise in developing global channel strategies. Highlight your ability to scale partner ecosystems (VARs, OEMs, Distributors, SIs) across multiple regions such as AMER, EMEA, and APAC. Mention specific experience in aligning indirect sales goals with corporate revenue targets.]

[Third Paragraph: Provide 2-3 bulleted achievements with quantifiable metrics.]

- [Key Achievement: e.g., Increased indirect channel revenue by X% within Y years.]
- [Key Achievement: e.g., Architected a global partner program that onboarded X number of high-value partners.]
- [Key Achievement: e.g., Optimized partner margins and incentive structures resulting in a X% boost in partner engagement.]

[Fourth Paragraph: Discuss your leadership philosophy and experience managing cross-functional global teams. Explain how you bridge the gap between product marketing, direct sales, and external partners to ensure brand consistency and technical excellence across the globe.]

[Closing Paragraph: Reiterate your enthusiasm for the brand and the specific opportunity. Express your desire to discuss how your strategic vision for indirect sales can drive the next phase of growth for [Company Name].]

Sincerely,

[Your Signature]
[Your Printed Name]