

[Your Full Name]
[Phone Number]
[Email Address]
[LinkedIn Profile/Portfolio URL]

[Date]

[Hiring Manager Name]
[Store Name/Company Name]
[Store Address]
[City, State, Zip Code]

Dear [Hiring Manager Name],

I am writing to express my interest in the Store Manager position at [Store Name], as advertised on [Platform where you saw the ad]. With a strong background in retail leadership and a personal passion for the sports apparel industry, I am confident in my ability to drive sales, manage high-performance teams, and enhance the customer experience at your location.

In my previous role as [Current/Previous Job Title] at [Previous Company], I successfully managed [Number] employees and oversaw annual revenues of [Amount]. My key achievements include:

- Increasing store conversion rates by [Percentage]% through targeted staff training and visual merchandising improvements.
- Reducing inventory shrinkage by [Percentage]% by implementing stricter loss prevention protocols.
- Maintaining a [Percentage]% customer satisfaction rating by fostering a culture of product knowledge and active engagement.

I am particularly drawn to [Store Name] because of your commitment to [mention a specific brand value, e.g., technical innovation or community fitness]. I understand the fast-paced nature of the sports retail environment and possess the technical knowledge of athletic gear required to guide both staff and customers effectively.

My expertise in inventory management, P&L analysis, and team development makes me an ideal candidate to lead your team toward meeting and exceeding monthly KPIs. I look forward to the possibility of discussing how my management style and industry experience can contribute to the continued success of [Store Name].

Thank you for your time and consideration.

Sincerely,

[Your Signature (if sending by mail)]
[Your Printed Name]