

# [Your Name]

[Phone Number] | [Email Address] | [LinkedIn Profile URL]  
[City, State, Zip Code]

[Date]

[Hiring Manager Name]  
[Title, e.g., CEO or Board Member]  
[Company Name]  
[Company Address]

## **RE: Chief Revenue Officer Application**

Dear [Hiring Manager Name],

[Introductory paragraph: Mention the specific SaaS company, your interest in their product/market fit, and a high-level summary of your experience scaling ARR from \$X to \$Y.]

[Second paragraph: Detail your expertise in aligning sales, marketing, and customer success. Highlight your experience with specific GTM motions such as PLG, Enterprise Sales, or Channel Partnerships. Mention your history of building high-performance revenue teams.]

[Third paragraph: Quantifiable achievements. Use bullet points for impact:]

- Achieved [Percentage]% YoY revenue growth over [Number] years.
- Optimized Net Revenue Retention (NRR) from [X]% to [Y]%.
- Reduced Customer Acquisition Cost (CAC) by [Percentage]% while increasing LTV.
- Scaled global sales organization from [Number] to [Number] headcount.

[Fourth paragraph: Discuss your strategic vision for [Company Name]. Mention specific market opportunities or operational efficiencies you identify within their current trajectory.]

[Closing: Reiterate your value proposition and express desire for a strategic discussion regarding their revenue goals.]

Sincerely,

[Your Name]