

[Full Name]

[Phone Number] | [Email Address]

[LinkedIn Profile URL] | [Portfolio/Personal Website]

[Date]

[Hiring Manager Name]

[Title]

[Company Name]

[Company Address]

Dear [Hiring Manager Name],

The Hook:

[Express enthusiasm for the specific B2B product/market. Briefly state your current role and how your strategic focus aligns with the company's mission to solve specific enterprise pain points.]

Strategic Impact & Evidence:

[Detail a specific instance where you identified a market opportunity or analyzed a customer segment. Mention the B2B complexity involved, such as multi-stakeholder buy-in or integration requirements. Use metrics like ARR growth, churn reduction, or market share gain.]

Product Lifecycle Management:

[Describe your approach to the roadmap, highlighting how you balance technical debt with new feature velocity. Mention experience with Agile methodologies, cross-functional leadership between Engineering and Sales, or GTM strategy.]

Company Fit:

[Explain why this specific B2B scale or industry vertical interests you. Address how your experience with [specific technology or business model, e.g., SaaS, API-first, Fintech] will accelerate their current product objectives.]

Sincerely,

[Your Name]