

How To Write an Assistant Manager Application Letter

To apply for an Assistant Manager position, a CUTCO rep must submit a letter of application. Including a resume is optional. An Assistant Manager letter of application should include, but is not limited to, three key sections.

The first section is a brief history of the rep. This should include personal and professional background where the rep would include education and Vector history, like when/where he or she started, career sales, awards, recognition and immediate sales goals.

The second section is the rep's definition and understanding of the Assistant Manager position. The rep should explain why the Assistant Manager position is important and how a person in that position should be impacting the overall success of the organization.

Finally, in the third section, the rep will explain what he or she would bring to the Assistant Manager position — why would he or she be a good fit, and why he or she wants to be an Assistant Manager. This section can and should include benefits to the rep and benefits to the organization. In other words, the third section is a written sales presentation selling the DVM on the features and benefits of the rep applying for a position.

An Assistant Manager letter of application can be as personalized as the rep chooses to make it. Sometimes, reps choose this medium to share new thoughts and ideas or even some personal challenges the rep has overcome. The letter can be three simple paragraphs with just the basic information requested, or it can be more detailed.

Most importantly, a rep should know that a good DVM takes Assistant Manager promotions seriously and wants to put the best people in positions of influence. Writing a letter of application should be a fun and potentially challenging process, but it should not be something to dread or over which a rep agonizes for days. Enjoy the process!