**The Career Change Cover Letter**

Like I said earlier, cover letters can play a big part in helping career changers prove their worth—especially when it’s unclear how your [skills transfer over](https://www.themuse.com/advice/the-perfect-cover-letter-template-to-show-off-your-skills) to this new field.

Writing a [career change cover letter](https://www.themuse.com/advice/career-change-cover-letter-sample) requires a bit more strategy. You’ll want to highlight the obvious skills you have that relate to the job description, but you’ll also want to draw a line between experiences you’ve had in the past and responsibilities you might have in this new role. Finally, you’ll want to explain, if not emphasize, why you’re making the switch and what’s driving you toward this specific industry, company, or position.

**The Job Description**

Let’s say you’re someone who has experience supporting a sales team as an administrative assistant, and you’re now looking to become a **sales representative**. You come across the following job posting:

***Responsibilities***

* *Develop new sales techniques and strategies to build pipeline and hit team goals*
* *Coordinate with other teams to increase lead generation efforts*
* *Assist in the processing of new business, including contacting customers to finalize sales and service transactions*

***Requirements***

* *1-3 years of successful sales experience*
* *Strong communication skills (oral and written)*
* *Ability to thrive in a fast-paced, ever-changing environment*
* *Ability to work independently to plan, set priorities, and effectively organize work*
* *Proven ability to be persuasive, persistent, and confident in closing a sale*

**The Cover Letter Example**

Here’s how you might translate your past experience over to this new (and exciting) prospect:

*Dear Maria Ross,*

*The head of sales at Sunshine Inc. was in a bind. She needed six client meetings scheduled, 18 service transactions processed, and a summary of the team’s new lead generation campaign drafted before getting on a flight to Austin—in three hours. So, she turned to her cool-headed, sales-savvy administrative assistant for help. That assistant was me. Not only did I execute everything on her to-do list, I did it all before her plane left the ground.*

*For three years, I worked in lockstep with a busy, growth-oriented sales leader to support the business development team. As the sole administrative assistant in the department, I balanced a swath of competing priorities, ranging from data entry and meeting coordination to contacting customers, finalizing transactions, and creating promotional materials. This role helped me to develop a comprehensive understanding of the sales cycle, sales strategy, and pipeline growth.*

*Like many others, my career path hasn’t been entirely straightforward. After leaving Crabapple Media, I enrolled in a local coding training program. Six months later, I emerged with a certificate in computer programming and a certainty that I did not want to be a coder. But education is never wasted. I’m now an aspiring sales representative with experience supporting a thriving sales team and extensive knowledge of the tech space.*

*Here’s a little bit more about how my experience would translate into this role:*

* *At Crabapple Media, I assisted in coordinating three annual sales strategy rollouts, each yielding a 26% increase in pipeline YoY.*
* *At Sunshine Inc., I supported 12 independent team members in their lead generation efforts. I also assisted in processing an average of 300 sales transactions every quarter.*
* *I thrive in busy, ever-changing environments that require me to communicate clearly and concisely. Supporting a high-volume team and a busy executive helped me to hone these skills—I typically sent more than 200 emails a day!*

*I would, of course, love to schedule a time for us to discuss this role and my experience, and I truly want to thank you for considering me.*

*All the best,*  
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