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Negassi's Natural Nutraceuticals (N³)

141 Bay Street
Toronto, ON, M6M 1J3

Re: Nutraceutical Sales Representative (London region) opportunity (Ref #2145)

Negassi's Natural Nutraceuticals reputation as quality-focused, functional food & supplement supplier makes your Sales Representative position extremely appealing. I would greatly enjoy working at N³ as I feel the position aligns strongly with both my passion for health and wellness and my educational background in the biological sciences. After speaking with Victoria Porter at the recently held Wellness Expo event, I found myself even further drawn to N³ due to the focus the organization has on helping people eat healthier and live more balanced lives. I strongly believe I can be an asset to the Negassi team by contributing my analytical skills, my drive to take initiative, and my adaptive communication style.

In being required to draw implications regarding customers buying behavior during my previous experience as a Senior Key Holder with Standard Holistics, I improved my ability to analyze information in great detail. I reviewed Standard's customer data stored in the organization's customer relationship database (CRM) and cross referenced the information with the company's daily sales information for the most recent 5-year period in an attempt to uncover insights regarding products with the greatest profit generation as well as seasonal impacts on various products sales. After analyzing the data, my suggestions to improve both the store layout and sales procedure for my employers' end-of-year "clear out" sale given my findings resulted in increased revenue, decreased costs, and subsequently increased the number of purchases at succeeding events. This ability to draw valuable insights from information, in combination with the courses I have taken in Finance and Project Management, will enable me to successfully complete thorough due diligence on sales efforts.

Further experience in demanding environments has also improved my drive to initiate positive change within an organization. My initiative and perseverance have allowed me to not only design but also implement solutions that have helped address challenges faced by the organizations I have worked with. During my undergraduate studies, I founded a now annual fund-raiser for Western's Students for Sustainability (SFS) - I recognized an opportunity for SFS to increase awareness of its existence while strengthening campus sustainability efforts, resulting in an event which has increased membership within SFS by more than 50% over the last two years while improving the university's year-over-year sustainability metrics.

Through volunteering with developmentally challenged children I have learned to adapt my communication style and approach to best suit my audience. This was demonstrated when I organized a bake sale to raise money for a camp day which required each child to help with the sale for a certain period of time. When it became evident that the instructions we gave the children were not effective, I worked with the other leaders to organize a buddy system to ensure that the children felt involved but did not feel overwhelmed. This adaptable communication style will help me cultivate relationships with fellow colleagues and clients.

I believe my ability to analyze information, affect positive change, and adapt to different environments will be beneficial to N³, and I look forward to further discussing my suitability with your company.

Sincerely,

Walter Waterfowl

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