

Your Name
Your Company
Your Company Address

Date

To Whom it May Concern

Dear Sir or Madam

Dear Mr Jones (if it is intended for a specific individual)

Paragraph 1

This outlines the reference's connection to the person they are writing about. It describes the length of time they have known the person and why they are qualified to comment on their abilities and performance.

As Sales Manager for XYZ Company, John Candidate has reported to me for the last three years in the position of Sales Agent

Paragraph 2

Outline the individual's position and responsibilities.

John was responsible for marketing and selling both new and existing company products to the local market. This included completing insurance applications, interpreting policies and explaining coverage and financing services to customers. John also provided quotes and organized payments.

Paragraph 3

Highlight the individual's qualifications, skills, abilities and accomplishments.

John is skilled in (list skills) and has demonstrated the following abilities in this job (eg. ability to handle pressure, manage time, organize and plan, communicate, work as a team member).

During the time that John reported to me I was impressed by his overall job performance and in particular by his ability to develop new accounts. His specific customer base grew by 15 percent during his time at the company.

I would describe John as a hard-working and proactive salesperson who was able to come up with new approaches to achieve his sales targets.

Paragraph 4

Sum up why you are recommending the individual in a few lines.

While understanding John's decision to leave our company his presence is sorely missed. He got on very well with his colleagues and was highly respected as both a person and a professional by management, his co-workers and customers. I can unreservedly recommend John for a sales position. He will be an asset to any employer.

Closing

The final paragraph should include an offer to provide further information and give your contact details.

If you have any further questions with regard to John's suitability please do not hesitate to contact me on (phone number or email address).

Sincerely,

Jack Jones
Sales Manager