

GAY RENELL ELLIOTT

SENIOR-LEVEL APPLICATION LETTER

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October 13, 2026

[Hiring Manager Name]

[Company Name]

[Company Address]

Re: Application for [Senior Sales / Business Development Leadership Position]

Dear Hiring Manager,

I am writing to express my interest in the [Position Title] opportunity with [Company Name]. With more than 20 years of experience in sales leadership, strategic account development, architectural specifications, and market expansion, I bring a record of building trusted customer relationships, developing sales opportunities, and translating market insight into measurable commercial growth.

Throughout my career, I have worked across healthcare, education, commercial construction, architectural products, and flooring markets. My experience includes leading regional healthcare market initiatives, mentoring teams of 17–20 Account Executives, and developing strategic partnerships with architects, developers, contractors, healthcare systems, educational institutions, and distributors. At Forbo Flooring Systems, I grew territory revenue from approximately \$250,000 to more than \$6 million by combining consultative selling, specification development, and disciplined account management.

In my current role as Architectural Segment Manager with Formulated Materials, I lead business development initiatives across North America and collaborate with customers and internal leadership to expand specifications, strengthen product adoption, and identify new market opportunities. I bring a practical combination of commercial judgment, design and specification knowledge, relationship management, and cross-functional collaboration.

I would welcome the opportunity to discuss how my background in revenue growth, strategic sales, team development, and market expansion could support [Company Name]'s priorities. Thank you for your time and consideration. I look forward to the possibility of speaking with you.

Sincerely,

Gay Renell Elliott