# **Sales assistant toolkit**

Before you start writing your sales or retail assistant cover letter application, research both the job and the company that posted the vacancy. Tailor your application to the specific job role you’re applying for. It’s also worth finding out the name of the person that will receive your cover letter so you can address it to them directly.

The text highlighted in green is a prompt for you to remove and edit with your own words, changing the font colour to black.

**Ready to get started?**

1. Check out our blog post on [how to write a great cover letter](https://coact.org.au/how-to-master-the-art-of-the-cover-letter/)
2. Copy and paste the cover letter template text below into a new Word document
3. Insert the relevant information and change text back to all one colour
4. Save document as your own file (Word or PDF) and you’re good to go! You’ll now be ready to attach your cover letter along with your resume to your job application.

*Remember, it’s important to write a new cover letter for each job you apply for by editing the details before printing.*

**Cover letter template: Sales assistant**

**<Insert date>­­­­**

<Hiring manager’s name>

<Hiring manager’s position>

<Company name>

Dear <Insert hiring manager’s name>,

**Re: Application for the position of <job title>­­­­**

I’d like to apply for the position of <role title> with <Company name>, advertised on <where job ad was seen e.g. SEEK>. I’m confident I have the skills you need and am a good fit for the role.

I’m keen to develop my skills in sales and have recently completed <training courses, work experience, courses CoAct has supported you with or that you are studying independently>.

This position of <job title> with <company name> is exactly the type of challenge I’m looking for <why do you want this challenge>. I believe that my skills and experience will be a great asset to your organisation and team.

I enclose my resume, here are some of the highlights:

* <Experience. Include a sentence on your relevant experience. For example: I have two years’ experience as a Sales Assistant with xx.>
* <Skills. Here you want to highlight some of your core skills that talk to the key selection criteria for the role. For example: I’m good at communicating and building relationships, I’ve done this in my networking role for my mother’s group. I’m also reliable, flexible and a great team worker as demonstrated in my six years working at the local kiosk.>
* <Performance. Promote a key achievement or result you’re proud of that relates to the role. For example: In my previous role, I was the lead salesperson for xxx or I was recognised by my manager as being hard working and committed to increasing sales.>

Thank you for your time and for considering my application. I look forward to hearing from you.

Yours sincerely

<Your name>

<Your contact number>

<Your email address>

**Resume template: Sales or retail assistant**

**The personal touch is best**

Write your resume so that it details the skills, experience and achievements you have that are relevant to the role you’re applying for. Use the words from the job ad so that the hiring manager knows you understand what they’re looking for. Revise your resume for each application so it targets the business and position well. This is becoming more relevant as Applicant Tracking Systems are used to shortlist candidates using key words.

**How should each work experience be detailed?**

The most important thing employers want to know about your career history is what you achieved in a role. Include this after you’ve summarised your key responsibilities. For example, in my current role, I always communicate politely to my clients, ensuring I am always respectful and concise. I strive to explain information as clearly as possible and am always willing to clarify myself further if necessary.

We have included a section for volunteer experience as this is often where you have some great examples of achievements but, if you haven’t done any, leave this out.

**Is it important to include every role?**

If your resume is more than a couple of pages, write just a brief summary for roles that aren’t relevant – or just leave them out.

**Full name**

Email address, phone number

Suburb, state and postcode

**Personal summary**

This is your elevator pitch where you have just a few lines of text to sell yourself to a potential employer. Keep it brief and to the point.

* Include your top attributes, like being organised, reliable, hardworking or committed.
* Highlight your experience in sales and retail, for example the number of years’ experience you have.
* Bring out something that directly relates to the job you’re applying for, e.g. collaborative and friendly.

**Career history**

**[Job title], [company or business name], location**

Dates of employment

Overview of role in one or two sentences.

**Key responsibilities**

* Include 2 to 3

**Achievements**

* Include 2 to 3

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**[Job title], [company or business name], location**

Dates of employment

Overview of role in one or two sentences.

**Key responsibilities**

* Include 2 to 3

**Achievements**

* Include 2 to 3

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**Volunteer experience**

**[Title], [company or business name], location**

Dates of employment

Overview of role in one or two sentences.

**Key responsibilities**

* Include 2 to 3

**Achievements**

* Include 2 to 3

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**[Title], [company or business name], location**

Dates of employment

Overview of role in one or two sentences.

**Key responsibilities**

* Include 2 to 3

**Achievements**

* Include 2 to 3

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**Education and training**

* [List the most recent and relevant at the top]

**References**

* Before adding a person as your referee, ask them if they’re happy to be your referee. Also, let them know about the jobs you are applying for, and to expect a call from an employer. When you know a referee is going to call, speak to your reference first, letting them know the specifics of the job and reminding them how your skills, experience and personality align with this role.
* If you don’t want to include your references, just add: Available on request. This is acceptable on most resumes, except for government roles who generally make it compulsory to add referees including your current manager.
* If you choose to list referees, put the most recent at the top and include name, job title, company, contact phone number and email address.

**Resume checklist**

❏ Contact details

❏ Your name should be the heading of the document (large and bold)

❏ Include your best phone number

❏ Include a professional sounding email address (not something like [cheekyhot88@hotmail.com](mailto:cheekyhot88@hotmail.com))

❏ Don’t include your date of birth, age, health, photos, religion or marital status

**Presentation**

❏ Use an easy to read font (11 or 12 font size)

❏ Use headings, subheadings and bullet points

❏ Stick to 1 or 2 pages only

**Content**

❏ Include your work experience and volunteer work (most recent information first) with both responsibilities and achievements

❏ Research the company and include why you want to work for them

❏ Describe your top four skills make them relevant to the job

❏ List your computer skills

❏ List your education and any completed courses

❏ Add referee information (or mention that referees can be supplied by request)

❏ Share with a friend to read

**Before you send your cover letter and resume**

1. Check it carefully for spelling errors and mistakes

2. Update the content to match the job you are applying for

3. Contact your referees (if you have listed them in your application)

4. Divide your cover letter and resume Save and send as a Word or PDF document.

For more information on getting job-ready, call our friendly team on 1800 226 228.