

Recommendation of John Lim for Position of Sales Manager

Dear Mrs Lee,

I am writing to you to recommend John Lim for the role of **Sales Manager** at **ABC Company**. I am the **APAC Regional Sales Head** of **XYZ Company**, and have been closing Healthcare-related product deals for over 15 years. John and I have worked closely in the Sales and Marketing Division at **XYZ Company** for the past 3 years.

In these 3 years, I am thoroughly impressed by John. Ever since he joined **XYZ Company** as a fresh graduate, he has demonstrated remarkable professional growth and capability in executing every stage of our various sales pipelines. He is especially competent in negotiating with our Key Accounts and upselling our services. John is also adept at negotiating with our external vendors, ensuring operational costs are kept within budget. In 3 years, he has frequently outperformed his peers in meeting Quarterly Sales Targets. A year ago, I personally promoted him to the role of Sales Manager for his stellar work. Two quarters ago, he secured double of our established Sales Targets in revenue!

This reflects his continuous zeal to excel, learn and grow professionally. John's enthusiasm towards his work, and his drive to empower our clients with our services shape him as a valuable asset to our company. Apart from his technical know-how, he has stellar persuasion and listening skills. He serves as a natural guide and leader to his peers. They know they can turn to him for guidance.

I am extremely confident that John would be a great addition to your team and organization. Not only will John be a great fit to your company, but he will also strive to use his skill sets to help your company grow in the future. I am fully confident in recommending him as an employee for your organization. If you have any further questions, feel free to contact me.

Sincerely,
Jim Lee