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Ms Joanna Pryce
Sales Director
Thameside Learning Technology
Unit 3, Forbury Court
Reading RG1 9ZQ

Dear Ms Pryce

Application for Senior Business Development Manager

I am applying for the Senior Business Development Manager post. At Kennet Managed IT I won £1.9 million of new contract value last year against a £1.5 million target, from 14 new clients, and I have beaten my new-business target in each of the last three years.

My largest win was a five-year support and devices contract with a multi-academy trust of 11 schools, worth £620,000. I met the trust's business manager at an education show, ran a pilot in one school and negotiated the price and service levels with its board.

Most of my work comes from my own research into councils, trusts and companies, which gives me about 25 first meetings a quarter, and I keep the new-business forecast for our directors. Your move into multi-academy trusts is the market I know best.

My CV is attached, and I would welcome the chance to talk through my pipeline approach. Thank you for considering my application.

Yours sincerely

Simon Achterberg