**Retail Manager Cover Letter Template**

[**Full Name**]

[**Email Address**]

[**Contact Number**]

[**LinkedIn Profile/website link**]

[**Date**]

Application for the position of retail manager at [**company name**].

Dear **[Recipient’s title and last name]**,

I am responding to [**company name's**] job posting advertised [**in/on**] [**source**] for an experienced retail manager. With [**number of years**] years of experience working in customer service and sales positions, I believe I demonstrate the expertise, qualifications, and retail knowledge required to excel in the role of retail manager.

I am a positive, friendly, and detail-oriented individual with expertise in [**skill 1**], [**skill 2**], and [**skill 3**]. In [**year**], I obtained my [**qualification type**] in [**business management/related fields**] from the [**university/college name**] where I learned to mold my adaptive and democratic management style. The greatest achievement of my career in management is when I led a team of [**x**], who went on to win the [**name of award**] in [**year**] for excellent service delivery.

In my previous position as retail manager at [**previous employer name**], I was in charge of maintaining inventory levels, assigning shifts, establishing monthly budgets, and recruiting new employees. My extensive history in retail has helped me master various CRM software, including [**software 1**] and [**software 2**], and developed my conflict solving skills to foster long-lasting relationships with loyal customers.

My attached resume will provide you with more information on my management and retail experience and expertise. Thank you for taking the time to consider my application. Feel free to contact me at [**telephone number**] or [**email address**]. I look forward to discussing the position further.

Regards,

[**Your name**]