

Sara John

MBA Candidate • Enterprise SaaS Sales Professional

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October 2026

[Hiring Manager's Name]

[Title, Sales Leadership Team]

[Company Name]

[City, Province]

Dear [Hiring Manager's Name],

1. About the Company

Do your research.
Align your Professional Identity.

I am writing to express my interest in the **[Sales Manager / Director of Sales]** role at **[Company Name]**. With over a decade of enterprise SaaS sales experience across Southeast Asia and North America, I have followed **[Company Name]**'s trajectory closely — particularly its investment in AI-integrated selling through Agentforce and the opportunity it creates for sales leaders to reimagine how enterprise teams engage with customers at scale. *[reference a specific initiative, product launch, or company value that resonates with you]*. What draws me to **[Company Name]** is not simply its market position, but its long-standing reputation for putting customer success at the center of everything it builds — a value that has shaped how I approach every client relationship and team interaction throughout my career. *[show alignment between core company values/mission/vision and your leadership vision/values]*

2. Who I am and why I care

Impact, Values, Growth

Throughout my career, I have consistently operated at the intersection of **individual impact and collective growth**. As a Senior and Enterprise Account Executive at HubSpot and Workday, I grew territories from \$1.2M to \$3.8M ARR, closed enterprise deals totaling over \$9.5M, and mentored junior colleagues whose close rates improved by 25% — not because mentorship was in my job description, but because I have always understood that the best sales cultures are built on shared knowledge and psychological safety. I am now completing my MBA at Yorkville University to formalize and deepen this instinct: to move from contributing as a top performer to leading the conditions in which others perform at their best. *[Demonstrate who you are becoming through your MBA]* My international career, spanning Singapore and Canada, has also given me a cross-cultural fluency that I bring to every stakeholder relationship — an asset I believe is increasingly essential in global enterprise sales environments.

3. Alignment

How I fit their mission
Call to Action

I am particularly drawn to **[Company Name]** because of its reputation for developing sales leaders from within, and its emphasis on collaborative, enablement-driven sales culture — one where I could contribute to team growth while continuing to build my own leadership practice. *[highlight one reason why this specific company's culture, mission, or growth trajectory aligns with where you are headed as a leader]*. I believe my background in building enterprise pipeline across diverse verticals, combined with my demonstrated ability to influence without authority and my commitment to data-informed strategy, positions me to contribute meaningfully from day one — while continuing to grow as a leader within your organization.

I would welcome the opportunity to discuss how my experience and trajectory align with your team's goals. Thank you for your time and consideration.

Sincerely,



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Profile

An emerging sales leader and MBA candidate, **committed to** creating collaborative sales cultures where performance, accountability, and customer success go hand in hand, **grounded in** a decade of enterprise SaaS sales experience spanning Singapore and Canada, with a proven track record of growing revenue, influencing executive stakeholders, and developing talent through mentorship, **to help** organizations strengthen their market impact while enabling teams and individuals to achieve their full potential.

Core Competencies

- Enterprise SaaS & B2B Sales
- Revenue Growth Strategy
- Executive Stakeholder Engagement
- Pipeline Development & Management
- Cross-functional Collaboration
- CRM & Sales Technology (Salesforce, HubSpot)
- Strategic Account Management
- Team Mentorship & Sales Enablement
- Sales Process Optimization
- Business Development & Market Expansion

Education & Professional Development

Master of Business Administration (MBA) | Yorkville University, Toronto, ON | May 2026

Expected Completion: January 2028

Bachelor of Arts — Economics | National University of Singapore (NUS) | Graduated 2012

Minor in Information Systems

- President, NUS Economics Society (2010–2012):** led a team of 12 student executives, curated an annual symposium drawing 200+ attendees, and managed a \$15K operating budget — growing membership by 40% over two years.
- Finalist, NUS National Strategy Case Competition (2011):** placed in the top 5 of 60 competing teams, developing a market entry strategy for a regional retail client under 48-hour time constraints.
- Teaching Assistant, Principles of Microeconomics (2011–2012):** supported 85+ undergraduate students through weekly tutorials and exam preparation; developed supplementary study materials subsequently adopted by the department.

Professional Certifications: Salesforce Certified Sales Cloud Consultant (2023) • HubSpot Sales Software Certification (2022) • Challenger Sale Methodology (2021)

Professional Affiliations: Women in Sales Leadership Forum • Toronto Board of Trade, Young Professionals Network • Yorkville MBA Association

Professional Experience

Enterprise Account Executive | **Workday** | Toronto, ON | 2022 – 2026

- Managed a portfolio of 25+ enterprise accounts across financial services and healthcare, consistently achieving **115–130% of annual quota** by aligning solution value to executive-level business priorities.
- Spearheaded a strategic account expansion initiative that grew net revenue by **\$2.1M within 12 months**, identifying upselling pathways across 8 accounts through structured discovery and relationship-led engagement.
- Partnered with customer success, product, and marketing teams to co-develop account strategies, **reducing churn risk by 40%** among at-risk enterprise clients through proactive, insight-driven communication.
- Mentored 3 junior account executives in pipeline development, executive stakeholder navigation, and value-based selling — contributing to a **25% improvement in team close rates** over two quarters.
- Represented Workday at Dreamforce 2023 and HR Tech 2024, generating **\$800K in qualified pipeline** through strategic networking, product demonstrations, and industry thought leadership.

Senior Account Executive | **HubSpot** | Toronto, ON | 2019 – 2022

- Consistently ranked in the **top 15% of North American sales performers**, exceeding annual quota by an average of 22% through disciplined pipeline management and consultative selling.
- Developed and executed territory expansion plans targeting mid-market SaaS companies, growing the assigned territory from **\$1.2M to \$3.8M ARR** over three years.
- Led a cross-functional pilot with product and solutions engineering to address a critical capability gap for manufacturing clients, resulting in **3 new enterprise wins totaling \$1.4M**.
- Collaborated with marketing and BDR teams to design an outbound prospecting playbook that **improved meeting conversion rates by 35%**, adopted as a regional best practice.
- Built and maintained C-suite relationships across 40+ accounts, serving as a strategic advisor on digital transformation, go-to-market strategy, and revenue operations.

Account Executive | **Freshworks** | Singapore | 2015 – 2019

- Managed full-cycle sales across SMB and mid-market accounts in Southeast Asia, closing an average of 18 new logos per quarter and contributing to **regional ARR growth of 45% year-over-year**.
- Identified and pursued a greenfield opportunity in regional e-commerce, securing partnerships with 6 brands and generating **\$900K in first-year revenue** — a vertical with no prior company presence.
- Collaborated with the APAC solutions team to deliver customized product demonstrations, achieving a **60% demo-to-opportunity conversion rate** against a regional benchmark of 38%.
- Recognized as **Freshworks APAC Rookie of the Year (2016)** for exceeding new business targets by 140% in the first year.

Business Development Representative | **SAP** | Singapore | 2012 – 2015

- Prospected and qualified enterprise opportunities across financial services, logistics, and government sectors, generating **\$3.5M in qualified pipeline annually** through multi-channel outreach and strategic territory mapping.
- Partnered with senior account executives on six enterprise deal closures totaling **\$8M in total contract value**, contributing to deal strategy, executive presentation preparation, and competitive positioning.
- Developed a territory mapping framework adopted across the APAC BDR team, **improving lead-to-meeting conversion by 28%** and recognized as a scalable internal best practice.

Impact
Statements
Not a list of
Duties.

Build Your LinkedIn Brand

Your LinkedIn profile is more than an online résumé. It's your **personal brand** and a **powerful networking tool**.

Build your LinkedIn brand with this step-by-step checklist.

Before you begin, customize your **LinkedIn URL** to create a professional, easy-to-share profile link: click the "Me" icon on the desktop homepage, select "View Profile", and click "Edit public profile & URL" in the top right corner.

Create a Custom Banner

Use a banner that reflects your field, interests, or career goals.

Add a Professional Photo

Use a clear, friendly photo with a simple background.

Create a Strong Headline

Go beyond your degree and highlight your expertise, specialization, and career focus.

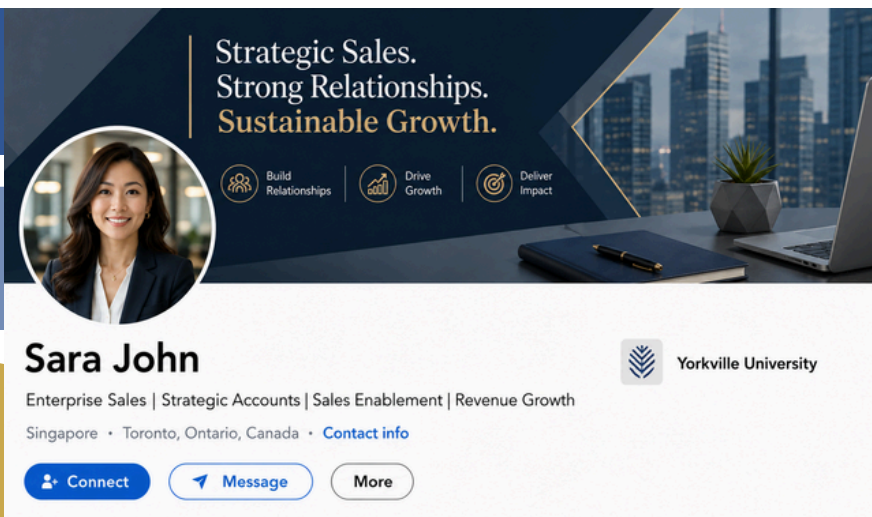
Complete your About Section

A strong opening hook that captures attention.

A statement of your professional identity and the unique value you bring. Your career goals and the impact you want to create.

Add Work Experience

Include bullet points that highlight your accomplishments, key responsibilities, and impact. Add 5-8 relevant skills for each experience.



About

 I believe sustainable business growth is built through strong relationships, strategic thinking, and a deep understanding of customer needs.

With over 10 years of enterprise SaaS sales experience across Southeast Asia and North America, I have developed expertise in strategic account management, business development, and revenue growth. Throughout my career, I have partnered with executive stakeholders, managed complex sales cycles, and helped organizations achieve business objectives through customer-focused solutions. Currently pursuing an MBA at Yorkville University, I am further strengthening my leadership, strategic decision-making, and organizational management capabilities.

 I am passionate about growing into a people-centered business leader who can drive performance, develop high-performing teams, and create lasting value for customers and organizations. As an MBA candidate, I am seeking opportunities to expand my leadership experience, contribute to business growth initiatives, and support teams through collaboration, innovation, and continuous improvement.

Experience



Enterprise Account Executive | Workday
Toronto, ON • 2022 – 2026

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- Partnered with customer success, product, and marketing teams to co-develop account strategies, reducing churn risk by 40% among at-risk enterprise clients through proactive, insight-driven communication.

 Enterprise Sales, Strategic Account Management, Revenue Growth, Stakeholder Engagement, Solution Selling, Account Expansion, Cross-functional Collaboration, Churn Reduction



Senior Account Executive | HubSpot
Toronto, ON • 2019 – 2022

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- Led a cross-functional pilot with product and solutions engineering to address a critical capability gap for manufacturing clients, resulting in 3 new enterprise wins totaling \$1.4M.

 Consultative Selling, Territory & Market Expansion, Pipeline Management, Cross-functional Collaboration, Stakeholder Management, Business Development, Strategic Planning, Revenue Operations

Build Your LinkedIn Brand

Highlight Your Education

Include relevant courses, projects, achievements, and extracurricular activities.

Add Licenses & Certifications

Highlight certifications that validate your skills and expertise.

Include Volunteer Experience

Demonstrate leadership, initiative, and community involvement.

Request Recommendations

Ask professors, managers, mentors, colleagues, or clients to write recommendations that highlight your strengths, skills, and impact.

Education



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Licenses & certifications



Salesforce Certified Sales Cloud Consultant

Salesforce

Issued 2023

Sales Cloud, Solution Design, Implementation, Process Automation



HubSpot Sales Software Certification

HubSpot Academy

Issued 2022

Sales Process, CRM, Pipeline Management, Reporting

Volunteering



Career Mentor

Tech Toronto Mentorship Program

Jan 2024 – Present · 1 yr 5 mos

Toronto, Ontario (Hybrid)

- Mentor early-career professionals in SaaS and business development, providing guidance on career growth, strategic networking, and interview preparation to help mentees achieve their career goals.
- Mentorship, Career Development, Strategic Guidance, Communication

Recommendations

[Recommend Sara](#)

Received (1)

Given



Anika Patel

Head of Enterprise Sales, HubSpot

March 15, 2022, Anika was Sara's manager

Sara is a high-impact account executive who consistently delivers results. During her time at HubSpot, she ranked in the top 15% of sales performers in North America, exceeding quota every year through disciplined execution and deep customer insight.

She built and scaled our mid-market territory from \$1.2M to \$3.8M ARR, opening doors with senior stakeholders and establishing HubSpot as a trusted partner. Sara is a strategic thinker who collaborates cross-functionally to solve complex challenges and drive growth.

Sara combines a strong consultative approach with genuine relationship-building. She's proactive, data-driven, and always focused on creating long-term value for customers. I highly recommend Sara to any organization looking for a top-tier account executive.



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CAREER EDUCATION

