

KAREN TEAMLEADER

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Key Contact Person
Bestpossible Company
Address
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RE: [Name of Position]

Dear ContactName

Your company, and this position, interest me

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When I started out at TechLeader, I was a technical support engineer for what was then a very small organization, that was however also booming at the fast pace of the peak dotcom years. Very rapidly, it seemed, every one in the enterprise space wanted TechLeader software and a piece of the TechLeader pie. In fact, interest in TechLeader products was pouring in so quickly that there was little or no screening in place to make sure that TechLeader's interests were protected during this phenomenal period in its early history.

I took the initiative to speak about this with the VP of Customer Service, and found I had enough good ideas to help make some improvement in this area. I set up a service entitlements program for internal management of customer relations. This helped identify and manage whether customers were current in their payments for maintenance, and established an orderly maintenance renewal process for all flow of customer service requests coming to TechLeader from around the world. I began personally handling subscription fees and perpetual renewals. This brought my transitioning from tech support to customer service to service management.

As I became more involved I realized that this flow of maintenance income, in excess of \$100M, constitutes bread and butter income that keeps the company alive. I became very proactive, sending out notices in advance of maintenance contract expirations, in 120, 90, 60 and 30-day increments. As I was putting this all in the place, the bust of the boom was also casting its pall over the industry, and more and more of TechLeader's hundreds of customers were, as high as 60 to 70% in some time frames, were asking to negotiate their service rates downward. I discovered that I had the strength, persistence, and negotiating savvy to turn this exactly the other way, and brought standard support rates **up** by **18 to 20%**, and by **22%** for **global** accounts, and with increasingly specific and contractual terms that strengthened the commitments made by the licensees.

How did this impact renewals? I led our team to an average **90 to 95% renewal rate**, with the stronger contracts and the increased maintenance fees, while actually growing the TechLeader Supplier Network. Today I **manage the entire business side of CRM** with existing accounts. And I've done so by building gateways that weren't in place previously, and creating rules that clearly identify the company and privilege levels of support customers.

I would be very interested in discussing how my skills and career path can match successfully with the requirements of [[Job Title of the Position]] and the needs and goals of [{{Name of Company}}].

Sincerely,

Karen Teamleader

Encl: Résumé