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TO

Brightwave Software

Manchester, 09.11.2026

Application for the position of Account Executive

Dear Hiring Manager,

I am applying for the Account Executive role covering mid-market accounts in the North of England. I have sold B2B software for five years, the last three closing my own deals.

Your advert asks for a record of new business. Last year I closed £1.4M in new annual recurring revenue against a £1.1M target, 127% of quota, with an average deal size of £38,000 and a sales cycle I cut from 94 days to 71 by running technical discovery in the first call rather than the third.

I want to sell Brightwave because your customers are operations teams, the buyers I already know best. I have sold to logistics and manufacturing companies for three years and understand what they need to see before they sign.

Thank you for your time. I would welcome a conversation about the territory.

Sincerely,

Tom Fletcher