

DONALD JARVIS

Windsor, ON | 226.555.9753 | djarvis@careerprocanada.ca

VICE PRESIDENT OF BUSINESS DEVELOPMENT | VICE PRESIDENT OF SALES

October 17, 2022

XYZ Company
Suzy Lamond, Hiring Manager
123 Yonge Street
Toronto, ON M4W 4W4

Dear Suzy Lamond:

Throughout my career, I have repeatedly solved some of the toughest problems a business can face.

In 2021, my employer lost its biggest customer – a contract I secured 5 years prior, representing \$82M per year and 83% of our revenue. Within a month, we had to downsize by cutting \$4.2M in operational and indirect costs. The outlook appeared bleak. ***Yet 1 year later, I replaced that revenue with accounts from other sectors.***

In 2020, we faced 3 setbacks. The first involved another key account declaring bankruptcy. Although they owed us \$9M, we collected only 75% of that amount. We had to write off nearly \$2M in business losses until they regained their operational footing. Secondly, the auto industry, which accounted for 65% of our business, was struggling; as a result, we lost \$10M+ in revenue between 2019 and 2020. Finally, the effects of the global pandemic gained a solid foothold and unemployment reached an all-time high. Once again, we had to downsize, and everyone had to take a 15% pay cut. My challenge: Look for ways to replace our business with non-auto industry options so that we would never again experience such a scenario.

Today, we enjoy the highest revenue gains in our company's entire history, amounting to impressive – and sustainable – 9-figure gains per year. Furthermore, auto industry activity represents only about 25% of our total business, so we no longer have to rely on just one sector for our earnings.

Key to my long-standing success is my adherence to the **CRB** model, which stands for:

- **Consistency** builds relationships → **Relationships** build → **Business**

My belief: When you demonstrate consistency and integrity with customers, you will build relationships. Once relationships have been formed and trust is established, clients are happy to award business to you. Success ultimately breeds further success.

If your organization could benefit from someone who enjoys the challenge of "putting out fires" and rescuing failing operations through strategic restructuring, I would welcome an opportunity to speak with you.

Thank you.

Sincerely,

Donald Jarvis
Enclosure: Résumé