

James Cartwright

Sales Manager

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Rebecca Owens

Salesforce

Dear Rebecca,

I saw the Sales Manager role at Salesforce's Birmingham office and wanted to reach out. I have spent the last three years at Rackspace Technology building the Midlands sales operation from scratch. Two reps to twelve, zero to £4.8 million ARR, and the prospect of leading a team selling a product I already know inside out (we run our entire pipeline on Salesforce) is a natural next step for me.

The part of this role that stands out is the focus on mid-market growth. At Rackspace, I shifted the regional strategy toward mid-market accounts and grew the average deal size from £18,000 to £42,000. I implemented MEDDIC across the team and got forecast accuracy to 87%, which meant leadership could actually trust the numbers. Before Rackspace, I spent five years at BT Business working up from SDR to senior sales executive, where I closed a £620,000 SD-WAN deal. The largest in the Midlands team's history, and consistently hit 110. 130% of quarterly quota across 11 consecutive quarters.

I also hold a Salesforce Certified Administrator credential and an ILM Level 3 in Leadership. I have spent real time coaching reps. Three of my BT mentees were promoted to senior roles within 18 months, and annual attrition across my current team is below 10%. I would be glad to walk through the specifics of how I built the Midlands region and what I think would translate directly to Salesforce's growth plans.

Best regards,

James Cartwright