

Sales Professional Experience Letter

Experience Certificate Format for Sales & Business Development Roles

Sales experience certificates carry the most weight when they include measurable achievements rather than generic performance statements. Hiring managers in sales specifically look for revenue figures, target achievement percentages, territory size, and client relationship details.

[COMPANY LETTERHEAD] *Company name, logo, registered address, phone, website*

Date: [DD/MM/YYYY] **Place:** [City, State]

TO WHOMSOEVER IT MAY CONCERN

This is to certify that [Employee Full Name] was employed with [Company Name] as [Designation — e.g., Sales Executive / Business Development Manager / Key Account Manager] from [Joining Date] to [Last Working Date].

During this tenure, [he/she/they] was responsible for [key responsibilities — e.g., handling the [West India / Tier-1 cities / BFSI vertical] territory, generating qualified leads through outbound calls and field visits, negotiating contracts with mid-management to CXO-level stakeholders, closing deals across the sales cycle, and managing client relationships post-sale].

[He/She/They] consistently demonstrated exceptional sales acumen, resilience under target pressure, professionalism in client interactions, and a collaborative approach with marketing, customer success, and product teams.

Notable achievements include [specific results — e.g., consistently achieving 115%+ of quarterly targets across 8 consecutive quarters, growing the assigned territory revenue from Rs. 2 Cr to Rs. 6 Cr over two years, onboarding three Fortune 500 clients, and maintaining a client retention rate of 92%].

[He/She/They] contributed positively to the organisation throughout the tenure and leaves with our best wishes for all future endeavours.

Sincerely,

[Authorised Signatory's Signature]

[Full Name]

[Designation — e.g., Sales Head / Business Director]

[Company Name]

[Company Seal / Stamp]

Tip: Include specific revenue figures, target achievement percentages, and notable client wins. For B2B sales, mention seniority of clients dealt with (CXO-level, mid-management) and average deal size.

Need the complete guide?

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collegesathi.com/blogs/experience-letter-format-sample-india