

## Case Study: IT Sales Transition

**We helped Mohammed Alaloosi transition from Software Development to IT sales.**

**Mohammed A.**  · 2nd

Technical Sales | Renewables | DERs | IoT | Software

May 29, 2020, Mohammed was Zunaira's client

Zunaira helped very much on writing my resume and fixing my LinkedIn profile, she spent good amount of time talking to me and understanding what is my background

and what is my Goals are. She is very good in her field. I Highly recommend her. Thank a lot for your help.

### **Mohammed's backstory:**

After working with us in the past, he wanted help in polishing his application for a career in IT sales. However, his earlier experiences were in hardware and software development.

### **Our Approach:**

Cover letters are important for career changers as they help highlight transferable skills. That's why we suggested Mohammed to get one.

### **Where is Mohammed now?**

After our services, he landed an Inside Sales Specialist role at an IT firm. He later became a Digital Solutions Architect and now thrives as a Technical Sales Manager.

## Here's what we did:

- 1 Highlighted top three transferable skills in line with top employer needs. Portrayed him as a top candidate for IT sales.
- 2 Focused on his real-world success stories in the cover letter. Built on the value he could add to a company.
- 3 Blended his software and hardware expertise with soft skills to develop a holistic brand.

## Would you like us to optimize your job application, too?

Click here to invest in our resume writing services

[Book Service](#)

If you prefer to speak to us about our services first, click here to schedule a consultation call with us.

[Call Us](#)

**Note:** The letter on the next page has been saved as an image in order to protect Mohammed's work as well as our work from being copied and indexed.



Here's the cover letter  
we made for him:

## MOHAMMED ALALOOSI

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Software Development & Integration | Sales Cycle Management | Data Analysis & Coding | Hardware Design

Date

Dear Hiring Manager,

With the rapidly evolving technology industry, leading organizations need solution architects and sales professionals to steer the development of robust software infrastructure, pitch and sell best-fit products, and ensure high-value design preparation for customers. Here are a few examples of how I draw on my software engineering background, hardware and firmware integration skills, and experience using modern computing languages like Python and C to help create and sell high-end technologies.

- **I boost systems capabilities:** I was brought onboard by *TransRobotics* to enhance the performance of its patented, first-ever digital micro radar providing sensor systems for all robotic systems. To do so, I incorporated value-added features into the product, including creating a Python- and C-based tool to help calculate distance, velocity, positioning, and tilt angle of the digital radar. I also facilitated simulation running by cleaning and clustering radar data. Moreover, I supported the pre-sales processes by creating and presenting demos and proof of concepts.
- **I spearhead sales initiatives:** I led the end-to-end sales cycle, including conducting cold calls, effectively articulating product features and benefits while demonstrating superior product knowledge, building lasting customer relationships, and documenting daily sales activities in a CRM system at *AIF*. As a result of these efforts, I onboarded 7 new clients and generated thousands in sales revenue in a month.
- **I build cutting-edge technology solutions:** Throughout my academic career, I have created various robust and scalable software systems. For example, I developed an AI-based face detection software for Raspberry Pi. I then trained this module to detect faces from a 2-meter distance. I also facilitated real-time, remote room monitoring by creating a device using Raspberry Pi, Raspberry Pi camera, Python, the port forwarding application, and the SSH (secure shell) protocol.

I attribute my success to three factors: implementing software and hardware systems, identifying best-fit solutions for customers, and optimizing application performance. Moreover, my ability to create a collaborative work culture allows me to cultivate strong relationships with customers, stakeholders, and team members. I am confident I will prove to be an indispensable asset to [COMPANY NAME] by rendering technical support to assist with strategic solution implementations and customer service management.

Sincerely,