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Dear Cobalt Systems team,

Generating 70% of my own pipeline and closing €310k ARR at 112% of target in my first AE year proved that outbound hunting drives predictable revenue. Cobalt needs an SMB rep who builds their own pipeline and runs a disciplined full cycle, which is how I operate daily.

At Telefonica Business Solutions, I earned an AE promotion in nine months and finished 3rd out of 22 reps by qualifying hard and converting cold outreach into a 41% meeting-to-opportunity rate. Deal execution relies on strict CRM hygiene; my HubSpot pipeline stays clean because accurate forecasting matters as much as closing. Whether cold prospecting or working through objections on a demo, I treat sales as a high-volume, process-driven pipeline engine.

My immediate focus at Cobalt will be mapping transport operators across Southern Europe and building outbound pipeline to hit quota in quarter one.

Kind regards,
Diego Fernández