

MOTIVATION LETTER FOR SALES TEAM

Latest Edition

motivation letter for sales team

A well-crafted motivation letter for a sales team is a crucial document that can influence hiring decisions, motivate current team members, or serve as an inspiring communication tool within a sales organization. Whether you are seeking to recruit talented sales professionals or motivate your existing team, understanding the key elements of an impactful motivation letter is essential. This article provides a comprehensive guide on how to write an effective motivation letter for a sales team, including its structure, content tips, and best practices to ensure your message resonates and drives results.

Understanding the Purpose of a Motivation Letter for Sales Team

What Is a Motivation Letter?

A motivation letter, also known as a cover letter or a statement of purpose, is a personalized document that explains the reasons behind an individual's application or desire to join or excel within a sales team. It highlights motivation, relevant skills, experience, and the candidate's or employee's aspirations.

Why Is It Important?

- For Recruitment: It introduces a candidate's enthusiasm, aligning their goals with the company's sales objectives.
- For Employee Motivation: It serves as a motivational tool that reinforces team goals, values, and individual commitment.
- For Leadership Communication: It helps managers understand what drives their team members and tailor motivational strategies accordingly.

Key Components of an Effective Motivation Letter for a Sales Team

1. An Engaging Opening

- Capture attention immediately.

- Clearly state the purpose of the letter.
- Mention the specific role or reason for writing.

2. Personalization and Relevance

- Address the recipient by name if possible.
- Tailor content to the company, team, or individual's aspirations.
- Highlight relevant experiences or achievements.

3. Demonstrate Enthusiasm and Commitment

- Express genuine passion for sales and the company's mission.
- Share personal stories or motivations that relate to sales success.

4. Showcase Skills and Achievements

- Emphasize sales-related skills such as communication, negotiation, and relationship building.
- Include measurable achievements or success stories.

5. Align Personal Goals With Company Objectives

- Explain how your goals complement the team's targets.
- Show understanding of the company's vision and how you can contribute.

6. Conclude with a Call to Action

- Express eagerness to discuss further.
- Provide contact information or suggest a meeting.

Sample Structure of a Motivation Letter for a Sales Team

1. Heading and Salutation

- Your Name and Contact Details
- Date

- Recipient's Name and Position
- Company Name and Address
- Formal greeting (e.g., Dear Mr./Ms. [Last Name])

2. Opening Paragraph

- State the purpose of your letter.
- Mention your enthusiasm for joining or contributing to the sales team.

3. Body Paragraphs

- First Paragraph: Highlight your relevant experience, skills, and achievements.
- Second Paragraph: Express your motivation, passion for sales, and how you align with the company's goals.
- Third Paragraph: Showcase your understanding of the sales industry or market and your strategic mindset.

4. Closing Paragraph

- Summarize your key points.
- Reiterate your interest.
- Politely request an opportunity to discuss further.

5. Sign-off

- Use professional closing remarks such as "Sincerely" or "Best regards."
- Include your signature (if submitting a physical copy).

Tips for Writing a Compelling Motivation Letter for a Sales Team

- **Research the Company:** Understand its sales goals, culture, and values to tailor your letter accordingly.
- **Be Concise and Clear:** Keep your letter focused and avoid unnecessary jargon.
- **Highlight Unique Qualities:** Showcase what differentiates you from other candidates or team members.
- **Use Action-Oriented Language:** Employ verbs like "achieved," "driven," "initiated," to

demonstrate proactivity.

- **Quantify Achievements:** Include numbers or percentages to substantiate your success stories.
- **Maintain a Positive Tone:** Be enthusiastic and confident without sounding arrogant.
- **Proofread Carefully:** Eliminate grammatical errors and ensure clarity.

Best Practices for Motivating a Sales Team Through a Motivation Letter

1. Communicate Clear Goals and Expectations

- Outline team targets and individual roles.
- Emphasize the importance of each member's contribution.

2. Reinforce Recognition and Appreciation

- Acknowledge past successes.
- Encourage continuous improvement.

3. Inspire with Success Stories

- Share inspiring examples of sales achievements.
- Motivate team members to emulate these successes.

4. Foster a Growth Mindset

- Promote learning and skill development.
- Highlight opportunities for career progression.

5. Encourage Open Communication

- Create a safe environment for feedback.
- Listen to team members' aspirations and concerns.

Conclusion: Crafting a Motivational Letter That Inspires and Engages

Creating a compelling motivation letter for a sales team requires a blend of personalization, clarity,

and strategic messaging. Whether you are writing to attract new talent or to motivate your current team, the key is to communicate enthusiasm, align goals, and showcase your commitment to success. Remember, an effective motivation letter not only presents your qualifications or intentions but also serves as an inspiring call to action that energizes the sales team toward achieving excellence. By adopting the tips and structure outlined above, you can craft a motivation letter that resonates deeply, drives motivation, and ultimately contributes to your sales organization's success.

Motivation Letter for Sales Team: Unlocking the Power of Persuasion and Passion

Crafting a compelling motivation letter for a sales team is a pivotal step in attracting motivated, talented professionals who can drive revenue and foster lasting client relationships. This document not only communicates an individual's enthusiasm and qualifications but also reflects the company's culture and sales ethos. In this comprehensive guide, we delve deep into the key components, strategies, and best practices for writing an effective motivation letter tailored for sales team candidates or internal team members seeking motivation and engagement.

Understanding the Purpose of a Motivation Letter in Sales

Before diving into the construction of an impactful motivation letter, it's essential to clarify its purpose within the sales context:

- **Showcase Personal Drive and Passion:** Demonstrate enthusiasm for sales and the specific industry or company.
- **Highlight Relevant Skills and Achievements:** Connect personal competencies with sales targets and objectives.
- **Align with Company Values:** Convey how the candidate's personal goals and values resonate with the organization's mission.
- **Differentiate from Competitors:** Stand out in a pool of applicants or motivate internal team members to boost performance.

A well-crafted motivation letter acts as a bridge between the candidate's potential and the company's sales ambitions, inspiring confidence and interest.

Key Components of a Motivation Letter for Sales Team

A compelling motivation letter should be structured, personalized, and strategically focused. The main sections include:

1. Engaging Opening Paragraph

- Use a bolded keyword or phrase to immediately capture attention.
- Clearly state the purpose of the letter.
- Express enthusiasm for the sales role and the company.

Example:

"Driven by a passion for building relationships and exceeding targets, I am excited to apply for the sales executive position at XYZ Corp."

2. Personal Introduction and Background

- Briefly introduce yourself, including your current role or status.
- Highlight relevant education, certifications, or experiences that underpin your sales capabilities.
- Connect your background to the specific sales field or industry.

3. Demonstration of Sales Skills and Achievements

- Use specific examples to illustrate your success in sales.
- Quantify achievements, such as exceeding sales targets, acquiring key clients, or increasing revenue.
- Highlight skills like negotiation, communication, problem-solving, and resilience.

Sample bullet points:

- Consistently achieved or surpassed quarterly sales quotas by an average of 20%.
- Secured major accounts contributing to a 35% revenue increase year-over-year.
- Developed tailored sales pitches resulting in a 15% higher conversion rate.

4. Understanding of the Company and Role

- Demonstrate knowledge of the company's products, services, and market position.
- Explain how your skills align with the company's sales strategies.
- Show enthusiasm for contributing to the company's growth.

5. Personal Motivation and Values

- Share what motivates you in sales?e.g., challenges, relationship-building, achievement.
- Connect your motivation to the company's culture and goals.
- Mention your commitment to continuous learning and improvement.

6. Future Goals and Contributions

- Outline your career aspirations within the sales domain.
- Describe how you plan to contribute to the team and company objectives.
- Emphasize adaptability and eagerness to embrace new challenges.

7. Closing Statement

- Reiterate your interest and enthusiasm.
- Provide a call to action, such as requesting an interview or meeting.
- Thank the reader for their consideration.

Best Practices for Writing an Effective Motivation Letter for Sales

To ensure your motivation letter resonates and leaves a lasting impression, adhere to these best practices:

1. Personalization is Key

- Tailor each letter to the specific company and role.
- Reference recent company news, achievements, or initiatives.
- Use the recipient's name and title when possible.

2. Be Concise yet Informative

- Keep the letter to one page, ideally around 300-500 words.
- Focus on the most relevant experiences and skills.
- Avoid jargon or overly technical language unless appropriate.

3. Use a Confident and Positive Tone

- Showcase confidence in your abilities without arrogance.

- Maintain an optimistic outlook on challenges and opportunities.

4. Incorporate Keywords and Phrases

- Use industry-specific keywords to pass applicant tracking systems (ATS).
- Highlight qualities such as "customer-centric," "goal-oriented," "strategic thinker," etc.

5. Highlight Soft Skills and Cultural Fit

- Emphasize qualities like empathy, resilience, adaptability, and teamwork.
- Demonstrate alignment with the company's values and work environment.

6. Proofread and Edit Thoroughly

- Check for grammatical errors and typos.
- Seek feedback from peers or mentors.

Sample Outline of a Motivation Letter for Sales Team

- Header: Your contact information, date, and recipient's details.
- Opening Paragraph: Bolded keyword, purpose, and enthusiasm.
- Body Paragraphs:
 - Personal background and relevant experience.
 - Key achievements and skills.
 - Knowledge of the company and role.
 - Personal motivation and future aspirations.
- Closing Paragraph: Reaffirm interest, request for meeting, and thank you.

Common Mistakes to Avoid

- Generic Content: Avoid using a one-size-fits-all template. Personalize for each opportunity.
- Overly Formal or Casual Tone: Strike a balance?professional yet approachable.

- Focusing Only on Personal Benefits: Emphasize mutual growth and contribution.
- Ignoring the Company's Needs: Tailor your message to show how you address the company's challenges.
- Neglecting to Show Results: Quantify achievements to add credibility.

Conclusion: Crafting a Motivation Letter That Converts

A well-crafted motivation letter for a sales team role is more than just a summary of skills; it is an opportunity to tell your story, showcase your passion, and demonstrate your potential to contribute meaningfully to a company's sales success. By understanding its purpose, structuring it thoughtfully, and infusing it with genuine enthusiasm and relevant achievements, you position yourself as a compelling candidate or team member.

Remember, the goal is to inspire confidence, convey your unique value proposition, and motivate the hiring manager or team leader to take the next step—be it an interview or a call to discuss further. With careful attention to detail and a strategic approach, your motivation letter can open doors to exciting sales opportunities and career growth.

Question What should be included in a motivation letter for a sales team position? A compelling motivation letter should highlight your relevant sales experience, demonstrate your enthusiasm for the role, showcase your communication and persuasion skills, and explain why you are passionate about contributing to the company's sales goals. **Answer** How can I make my motivation letter stand out for a sales team role? To stand out, personalize your letter by addressing it to the hiring manager, include specific achievements and metrics, showcase your understanding of the company's products or services, and convey your enthusiasm for driving sales growth. What are common mistakes to avoid in a motivation letter for sales positions? Common mistakes include being too generic, failing to tailor the letter to the specific role, including spelling or grammatical errors, lacking concrete examples of sales success, and not demonstrating genuine enthusiasm for the role. How long should a motivation letter for a sales team position be? Ideally, it should be concise and focused, typically between one to two pages, ensuring you include essential information without overwhelming the reader. How can I demonstrate my sales skills effectively in a motivation letter? You can demonstrate your sales skills by sharing specific examples of successful sales campaigns, client relationships you've built, targets you've exceeded, and your strategies for closing deals and overcoming objections. Is it important to mention my knowledge of the company's products in the motivation letter? Yes, mentioning your understanding of the company's products or services shows your genuine interest and preparedness, and it allows you to explain how your skills can help promote and sell their offerings effectively.

Related keywords: sales application, cover letter, sales job, sales position, employment letter, sales resume, professional letter, job application, sales career, sales representative

past perfect leila sales

Past perfect Leila sales is a term that might seem specific at first glance, but it opens the door to a fascinating exploration of sales history, customer behavior, and strategic marketing techniques. Whether you're a sales professional seeking to understand how past performances influence current strategies or a business enthusiast interested in the nuances of sales timelines, grasping the concept of the past perfect tense in the context of Leila's sales records can provide valuable insights. In this article, we delve into the importance of analyzing past sales data, especially focusing on Leila's sales history, and how leveraging this information can lead to more effective future sales strategies.

Understanding the Past Perfect Tense in Sales Contexts

What is the Past Perfect Tense?

The past perfect tense is a grammatical structure used to describe an action that was completed before another action in the past. In sales analysis, this tense can help marketers and sales teams articulate the sequence of events, such as "Leila had completed her sales before the campaign launched," which clarifies the timeline of activities and outcomes.

Why is Past Perfect Important in Sales Analysis?

Using the past perfect tense allows businesses to:

- Establish clear cause-and-effect relationships.
- Understand the sequence of sales activities.
- Identify pre-existing conditions that influenced subsequent sales outcomes.
- Make data-driven decisions based on historical performance.

Analyzing Leila's Past Perfect Sales Data

The Significance of Historical Sales Records

Leila's sales history offers a treasure trove of information for analyzing patterns, trends, and customer preferences. By examining her sales data through the lens of the past perfect tense, businesses can:

- Determine what sales had been finalized before a significant event or campaign.

- Identify the sales activities that had led to successful outcomes.
- Understand the timing of sales relative to marketing initiatives.

Methods to Analyze Past Perfect Sales Data

Effective analysis involves a combination of data collection, organization, and interpretation:

- **Data Collection:** Gather comprehensive sales records, including dates, customer details, products sold, and sales channels.
- **Data Segmentation:** Segment data based on timeframes, customer groups, or product categories.
- **Timeline Construction:** Map out sales activities using past perfect structures, e.g., "Leila had secured X sales before launching the new product."
- **Pattern Recognition:** Look for recurring themes or behaviors in prior sales that can inform future strategies.

Case Studies: Leila's Past Perfect Sales in Action

Case Study 1: Pre-Campaign Sales Analysis

Before launching a new marketing campaign, analyzing Leila's sales that had been completed prior to the campaign can reveal baseline performance metrics. For example, "Leila had sold 50 units of Product A before the campaign started," helps set realistic expectations and measure campaign impact effectively.

Case Study 2: Customer Purchase Journeys

Understanding the sequence of customer purchases is vital. For instance, "Customers had purchased Product B before opting for Product C" indicates potential upselling opportunities and product bundling strategies.

Strategies to Leverage Past Perfect Sales Data

Forecasting Future Sales

By studying what had been sold under certain conditions, businesses can predict future sales trends. For example:

- If Leila had a consistent sales increase after a particular promotional activity, similar strategies

could be employed again.

- Recognizing seasonal patterns in past perfect sales data assists in inventory planning.

Personalizing Customer Engagement

Historical data about customer purchases completed before specific events allow for tailored marketing:

- Sending targeted offers to customers who had purchased similar products previously.
- Developing loyalty programs based on past purchase behaviors.

Optimizing Sales Strategies

Analyzing what had worked in the past enables sales teams to refine their approaches:

- Focusing on channels or methods that had previously resulted in successful sales.
- Adjusting messaging based on past customer responses.

Tools and Technologies for Analyzing Past Perfect Sales Data

CRM Systems

Customer Relationship Management (CRM) platforms store extensive sales histories, making it easier to track and analyze past perfect sales. Features include:

- Automated reporting.
- Segmentation tools.
- Integration with marketing campaigns.

Data Analytics Platforms

Advanced analytics tools like Tableau, Power BI, and Google Data Studio can visualize historical sales data, reveal trends, and support predictive modeling.

Sales Automation Software

These tools can automate the tracking of sales activities and provide insights into the sequence of events leading up to conversions.

Challenges in Analyzing Past Perfect Sales Data

While leveraging past perfect sales data offers numerous benefits, challenges include:

- Data inconsistencies or gaps.
- Difficulty in accurately establishing timelines.
- Over-reliance on historical data without considering current market changes.
- Ensuring data privacy and compliance.

Conclusion: Harnessing the Power of Past Perfect Sales Data

Understanding and analyzing Leila's past perfect sales provides a strategic advantage in today's competitive market landscape. By exploring what had been achieved before key events, businesses can craft more targeted, effective sales strategies, optimize resource allocation, and ultimately drive growth. The past perfect tense, though grammatical in nature, becomes a powerful tool in the realm of sales analytics, enabling companies to learn from history and make informed decisions for the future. As technology advances and data becomes more accessible, mastering the art of interpreting past perfect sales data will remain an essential skill for successful sales professionals and marketers alike.

Past perfect Leila sales: Unveiling the Trends and Insights

The phrase **past perfect Leila sales** might seem like a niche topic at first glance, but it uncovers a wealth of information about historical sales patterns, strategic decision-making, and market dynamics surrounding Leila's product line. Whether you're a market analyst, a business strategist, or simply an enthusiast keen on understanding sales analytics, dissecting the nuances of past perfect tense in this context offers valuable insights into how sales trends evolve over time and how companies leverage historical data to forecast future performance.

In this article, we will explore the concept of past perfect Leila sales through a detailed, journalistic lens. We will examine what the term entails, its significance in sales analytics, the factors influencing these sales, and how businesses interpret such data to inform their strategies. By the end, readers will gain a comprehensive understanding of how past perfect tense functions in the realm of sales analysis and the story it tells about Leila's market journey.

Understanding the Concept of Past Perfect Leila Sales

What Does "Past Perfect Leila Sales" Mean?

The term "past perfect Leila sales" refers to a specific grammatical and analytical framework:

- Past perfect tense: A grammatical tense used to describe an action that was completed before another point in the past. It is formed using "had" + past participle (e.g., had sold).
- Leila sales: The sales figures associated with Leila, a brand, product, or business entity.

When combined, "past perfect Leila sales" typically denotes sales data for Leila that occurred before a certain point in the past, often used in historical sales analysis to understand trends prior to a specific event or period.

Why Is Past Perfect Tense Relevant in Sales Data?

In sales analytics, the past perfect tense helps delineate the timeline of sales events:

- Historical Context: It allows analysts to pinpoint sales figures that occurred before a specific date or event.
- Comparative Analysis: It helps compare past sales to more recent data, highlighting growth or decline.
- Strategic Planning: Understanding what sales were "had sold" before a milestone informs future strategies.

For example, a company might analyze "Leila's sales had peaked before the launch of a new marketing campaign," offering insights into the campaign's effectiveness.

Application in Business Reports

Business reports often utilize past perfect tense to narrate historical sales performances, such as:

- "By the end of 2020, Leila's sales had increased significantly compared to previous years."
- "Leila's sales had plateaued before the introduction of the new product line."

This precise tense helps create a clear chronological narrative, essential for accurate reporting and decision-making.

The Significance of Analyzing Past Perfect Leila Sales

Historical Performance and Business Insights

Analyzing past perfect sales data provides a snapshot of a company's or product's historical performance:

- Identifying Growth Patterns: Recognizing periods of rapid growth or decline.
- Understanding Market Response: Gauging how consumers responded to past marketing efforts or product changes.
- Assessing Impact of External Factors: Evaluating how economic shifts, seasonal trends, or global events influenced sales.

For instance, if Leila's sales had declined prior to a rebranding effort, the company can attribute subsequent improvements to strategic changes.

Strategic Decision-Making and Forecasting

Historical sales data serve as a foundation for future planning:

- Demand Forecasting: Using past perfect sales to predict future demand.
- Inventory Management: Adjusting stock levels based on historical sales trends.
- Marketing Strategy: Tailoring campaigns based on what previously drove sales upward or downward.

For example, if Leila's sales had historically spiked during certain seasons, marketing efforts can be intensified during those periods.

Evaluating Campaigns and Initiatives

By examining what sales had achieved before specific campaigns, businesses can measure their impact:

- "Leila's sales had been steady before the launch of the new advertising campaign, which resulted in a 20% increase."
- "Sales had plateaued prior to the introduction of the loyalty program."

Such evaluations inform future initiatives and resource allocations.

Factors Influencing Past Perfect Leila Sales

Understanding the factors that influence historical sales figures is crucial for comprehensive analysis.

Market Trends and Consumer Behavior

Consumer preferences evolve, impacting sales:

- Shifts in fashion, technology, or lifestyle trends can cause fluctuations.
- Past perfect sales data reflect how Leila adapted (or failed to adapt) to these changes.

Competitive Landscape

Competitor actions can influence Leila's sales:

- Launch of new competing products.
- Price wars or promotional campaigns.
- Market entry or exit of key players.

Analyzing past perfect sales helps contextualize these external influences.

Internal Business Strategies

Operational decisions directly impact sales:

- Product launches or discontinuations.
- Pricing strategies.
- Distribution channel expansion.
- Marketing and advertising efforts.

Reviewing what sales had been before strategic shifts reveals their effectiveness.

External Factors

Economic conditions, regulatory changes, or global events:

- Economic downturns or booms.
- Supply chain disruptions.
- Pandemics or geopolitical tensions.

Past perfect sales data encapsulate these external influences' effects.

Analyzing and Interpreting Past Perfect Leila Sales Data

Data Collection and Validation

Accurate analysis begins with reliable data:

- Ensuring data completeness.
- Cross-verifying sales figures from multiple sources.
- Correctly timestamping data to establish a clear timeline.

Data Segmentation

Breaking down sales data into meaningful segments:

- By product line or category.
- By geographic region.
- By customer demographics.
- By sales channels.

Segmentation uncovers specific trends and patterns.

Visualization Techniques

Employ visualization tools for clarity:

- Line graphs showing sales over time.
- Bar charts comparing different periods.
- Heat maps for regional sales distribution.

Visual representation makes it easier to interpret complex data.

Comparative Analysis

Compare past perfect sales with:

- Recent sales to measure growth or decline.
- Industry benchmarks to assess market position.
- Sales post-strategic changes to evaluate impact.

This comparative approach provides actionable insights.

Case Study: Leila's Historical Sales Performance

Background

Leila, a mid-sized apparel brand, experienced fluctuating sales over the past decade. Analyzing her past perfect sales data reveals key moments:

- Pre-2015: Steady growth driven by expanding product lines.
- 2016-2018: Sales plateaued, prompting strategic reevaluation.
- 2019: Introduction of a new online platform, leading to a surge in sales.
- 2020: Pandemic-induced decline, but recovery began by late 2020.

Insights Derived

- The sales had peaked before the online platform launch, indicating the need for digital expansion.
- The plateau period highlighted the importance of innovation.
- External events like COVID-19 had a significant impact, emphasizing the need for flexible strategies.

Strategic Actions Based on Past Perfect Data

- Investing in e-commerce infrastructure.
- Diversifying product offerings.
- Reinforcing supply chain resilience.

This case exemplifies how understanding past perfect sales helps shape future strategies.

Challenges and Limitations in Analyzing Past Perfect Leila Sales

While invaluable, analyzing historical sales data has its challenges:

- Data Incompleteness: Missing or inaccurate data can distort insights.
- Changing Market Conditions: Past trends may not predict future behavior reliably.
- Attribution Difficulties: Isolating the effect of specific factors on sales can be complex.

- Data Overload: Large datasets may require sophisticated tools and skills to interpret effectively.

Recognizing these limitations ensures more accurate and meaningful analyses.

Conclusion: The Power of Historical Sales Analysis

Past perfect Leila sales serve as a crucial analytical tool, allowing businesses and analysts to unravel the story behind the numbers. By examining what sales had been before key events, companies can understand their historical positioning, evaluate past strategies, and make informed forecasts for the future. As markets become increasingly competitive and dynamic, the ability to accurately interpret past data remains vital.

Mastering this approach requires a blend of precise data collection, contextual understanding, and analytical rigor. When done effectively, it transforms raw figures into strategic insights, guiding businesses like Leila toward sustained growth and success. Whether used for internal evaluations or competitive benchmarking, the insights gleaned from past perfect sales analysis are indispensable in shaping an informed, resilient business trajectory.

Question Answer How is the past perfect tense used in describing Leila Sales' career milestones? The past perfect tense is used to indicate actions or achievements Leila Sales had accomplished before a certain point in her career, such as 'Leila Sales had published her first novel before winning the award.' What are common mistakes when using the past perfect tense in sentences about Leila Sales? Common mistakes include mixing past perfect with simple past incorrectly, such as saying 'Leila Sales had published her book and won awards,' instead of 'Leila Sales had published her book before she won awards.' Can you provide an example of a sentence using past perfect to talk about Leila Sales' achievements? Certainly: 'Leila Sales had already gained popularity by the time her second book was published.' Why is the past perfect tense important when discussing Leila Sales' writing history? It helps clarify the sequence of events, showing what Leila Sales had accomplished before other events took place, providing a clearer timeline of her career development. How do you form the past perfect tense in sentences about Leila Sales' experiences? You form it by using 'had' followed by the past participle of the verb, for example, 'Leila Sales had completed her first manuscript before submitting it to publishers.'

Related keywords: past perfect, Leila, sales, sales history, sales performance, sales record, sales report, sales analysis, sales timeline, sales achievements

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