

WESLEY “ROSS” MCDONALD

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Hiring Manager
Sysco Central Pennsylvania

RE: Sales Consultant

Dear Hiring Manager,

Throughout my career, I have approached restaurant operations as an interconnected system of service, sales, purchasing, people, and execution. I am applying for the Sales Consultant position with Sysco Central Pennsylvania because Sysco's emphasis on helping customers succeed rather than simply selling products matches the practical, relationship-focused approach I developed over more than a decade at Texas Roadhouse.

As Managing Partner of the Palmyra location, I directed a \$6M annual operation with 120 employees, increasing sales by 8% and profit margin by 4%. I also introduced B2B gift-sales initiatives for local businesses. Working on the operator side gave me firsthand knowledge of how purchasing, inventory, food cost, kitchen execution, service, and team training affect daily results. It also taught me the value of listening carefully, understanding the underlying need, and following through with a useful solution.

One example came during the early days of COVID, when our restaurant had to transition to takeout service almost overnight. While quarantined at home after a potential exposure, I designed and implemented a curbside workflow and order-tracking system in one week. Guests could text their parking location while our team staged and routed orders. The system reduced wait times from 60 minutes to 20 minutes while supporting \$20,000–\$30,000 in daily sales. That experience reflects my approach of understanding the problem from the customer's perspective, acting quickly, and remaining focused on a measurable outcome.

My career path is non-traditional, combining restaurant leadership with the curiosity of a builder. I would bring Sysco an operator's understanding of its customers, experience improving sales and margins, and a practical approach to building trust. I welcome the opportunity to discuss how that background could help Sysco support restaurants throughout the territory.

Thank you for your time and consideration.

Sincerely,

Ross McDonald