

COVER LETTER - GETTING STARTED

PURPOSE: INTRODUCE YOURSELF TO AN EMPLOYER

- A cover letter should be unique to each job - **AVOID** using a “one size fits all” letter
- It is **YOUR opportunity** to highlight details on the resume and how your skills relate/transfer to the job

SECTIONS:

- **Heading:** copy and paste the same heading format used on resume for ALL other documents sent to employer
- **Margins:** 1" ▪ **Font:** Use same font used on resume

DATE:

• Skip down 3 lines and enter date

CARRIE R. SERVICES

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February 9, 20xx

Mr. John Glenn
Director of Human Resources
ABC Company
1804 Broadway, Suite 207
St. Louis, MO 63139

RE: Customer Care Specialist position

Dear Mr. Glenn:

The position for Customer Care Specialist advertised on the Careers section of the ABC Company website caught my attention. Your listing indicates the successful candidate must be customer focused and possess strong communication skills. My education, background and experience are a strong match for the qualities you seek, and I offer the following for your review.

Quickly establishing a genuine rapport via phone or in person were skills I used daily as a Customer Care intern at XYZ Travel Agency. For example, I quickly determined where to direct phone inquiries by asking a series of brief questions. All efforts were made to seamlessly connect customers to the department or representative requested. By confirming availability of the representative before sending the call through, clients were assured they would connect with the party requested, or have the option of speaking to another representative or leave a detailed message. This process minimized customer frustration and improved customer satisfaction. Likewise, customers who arrived for an in-person appointment, were warmly greeted, responded to a few brief questions and then personally escorted to the appropriate office. Many customers positively commented to the agency owner about the high level of personal care and attention I provided.

Strong communication skills are another area I have experienced success. As my sorority’s Social Chair I was tasked to provide detailed and timely updates about our ‘Spring Fling’ social event. These updates were needed to assure committee members were kept up-to-date and on track to meet deadlines and goals. To accomplish this I created and updated a specialized Facebook page, sent daily tweets, and utilized the Outlook Meeting Request function to automatically alert, remind and update members’ calendars. These communication tactics enabled everyone to effortlessly report progress and confirm deadlines and goals were met. These tactics were so successful, other sororities and student organizations adopted this model for their programs and events.

I would like to learn more about the details about the Customer Care Specialist position and how my skills, background and experience may contribute to your team. I can be reached via phone at (314) 555-1234 or e-mail cservices@gmail.com. Thank you for your time and consideration in this matter.

Sincerely,

Carrie R. Services

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INSIDE ADDRESS:

- Skip down 2 lines
- Name of individual receiving letter
- Title of the individual
- Company name
- Street Address
- City/State/Zip Code

SUBJECT LINE:

- Use abbreviation RE: for subject
- Insert job title/# or other identifying information

SALUTATION:

- Dear Dr., Mr., Ms. or Miss
- **AVOID** To Whom It May Concern
- Unsure? Dear Hiring Manager or other general title

CLOSING:

- Use a professional reference like, “Sincerely” or “Respectfully”
- Provide a handwritten signature **NOTE:** If signing electronically, use a different italicized font
- Provide a typewritten signature below the hand written.

SECTIONS:

Opening Paragraph:

- State position you are applying; how you learned about it; if you were referred by someone, include their name
- Offer your education, background, skills or experience for their review

Middle Paragraphs:

- Connect your experience and skills to the listed qualifications
- Follow the: **YOU NEED + I Have + Here’s my example** model.
- It is **IMPORTANT** to provide examples connected to your resume.
- Showcase your **TRANSFERABLE SKILLS** by referring to internships, practicums, student research, experiences, etc. and identify skills used, how they were used and how they will transfer to the employer qualifications

Closing Paragraph:

- Indicate your interest
- Thank employer for their time
- Ask to learn more about the position with a follow-up meeting
- List how you can best be reached.