

Cover Letter Explanation

Your address
Phone Number

Date

Employer Contact Person
Title of that person
Address

Salutation

Dear John Smith:

First Paragraph

This paragraph should state why you are writing, how you heard about the job (internet, friend, etc.), and why the employer should select you for an interview. You can also flatter the employer by using information about the company that you find on the internet. You will want to grab the employer's attention and make them want to keep reading.

Middle Paragraph(s)

Explain what specific experience and skills you could bring to the company. Remember, the employer wants to know how your skills can benefit them! Explain some of your strengths/ qualifications that are relevant to the position and support those with specific examples, accomplishments, and/or evidence of skills.

Last Paragraph

In this paragraph, you will want to 'close the deal'. It is appropriate to ask for an interview or state that you will follow up within a few weeks. Thank the employer for their time and include information on how you will follow up. With many job searches going electronic-only, some companies say, "No phone calls please". If this is the case, you should not follow up with a phone call.

Closing

Sincerely or With Regards,

(Sign your name)

Type your name

Susan Brown
346 Main Street
Kettering, OH 45403
BrownSusanT@ymail.com
(937) 555-8765

July 21, 2010

Mr. Tom Seittel
Weaseltec, Inc.
25 Sacramento Street
Troy, OH 94102

Dear Mr. Seittel:

With over 5 years of proven sales experience, I am confident that I would be a positive asset to Weaseltec, Inc. in the position of Inside Sales Representative. My ability to increase sales, build relationships with customers, and lead others will benefit your company in many ways.

I currently work at Jolly's Rent a Car as a Manager In-Training. In this position I provide customers with information about van rentals, sell damage waiver, negotiate contracts with car companies, and create marketing advertisements. My damage waiver selling percentage YTD is 35%, which is 5% higher than 90% of the employees in the tri-state area. The strategies I employ including building rapport with the customer, explaining the benefits of purchasing damage waiver insurance, answering questions thoroughly and succinctly, and following up with the customer to make sure their experience with the company was a positive one. Utilizing these strategies has resulted in high customer retention rate and several compliments from customers about my professionalism and dedication to excellent customer service. Furthermore, I have been recognized by my company numerous times for exceeding expectations. I earned the "Employee of the Month" award four out of the last twelve months. As the Inside Sales Rep for Weaseltec, Inc., you could expect me to continue to exceed sales goals and provide exceptional customer service to new and current clients.

In addition to an excellent sales record, Weaseltec will also benefit from my leadership skills. I graduated with a degree in Business Administration from Sinclair Community College, and held leadership positions with both the Future Business Leaders of America and the Sinclair Chapter of the Business Management Association. Through these experiences, I honed my verbal and written communication skills through presentations and grant writing, extensively utilized Microsoft Office, facilitated weekly meetings, produced marketing materials, and built relationships with on and off campus constituents. Since these are all requirements of the Inside Sales Representative position, I am confident I could hit the ground running and begin to contribute to Weaseltec, Inc. right away.

I have attached my resume for your review. I would like to meet to discuss further how my skills and experiences can benefit Weaseltec, Inc. Thank you for your time and consideration.

Sincerely,

Susan Brown

Susan Brown