

Intro to Cover Letters





Objectives

- Adds a voice to your resume
- Highlights your best and most applicable experiences
- Works as a writing sample
- Helps you stand out!

Format

- One page only!
- Top: Sender's contact information → Date → Your contact information (or you can use the heading from your resume)
- Body: Introduction → Description of skills → Why would you be a good fit? → Closing
- Signature

BLOCH

CAREER CENTER



July 25, 2015

Sprint
6200 Sprint Parkway
Overland Park, KS

Re: Product Manager III

I am writing to apply for the Product Manager position with Sprint which was advertised on your web site. This sounds like an exciting position and a great fit for my experience and skill set.

I have extensive experience in product and program management in a variety of industries ranging from developing new course and program offerings at a major university, identifying and developing private label opportunities for a medical products company, and collaborating with partners to develop new software products to be co-marketed. While the products and markets have varied widely, at their core, each initiative had to address the same basic questions of: Is there a market need for this product? Can we produce this in a manner that is respected and generates excitement with our target audience? How can we be successful/make money/grow our market share?

I started my career in sales which has provided me with a strong basis in understanding customer needs and meeting measurable goals. When I transitioned to strategic marketing roles, I developed my skills at analyzing innovation opportunities, markets, and business models. In my most current role, I have had the opportunity to research innovation methodologies and create programs to train our next generation of innovation leaders.

I am truly excited by this position. Not only would it enable me to utilize my research in innovation management and methodology but also my corporate experience in product development, strategic marketing, and sales and direct customer interaction.

I am very interested in meeting with you to discuss this position in greater detail and I am available to meet with you at your convenience.

Regards,

Jill Applicant



First Paragraph

- Introduce yourself
- Include which position and in which office you're applying
- If a current employee has encouraged you to apply – include their name

Second Paragraph

- Draw attention to specific skills and experiences on your resume
 - Pick 2 or 3
- Make sure each experience and skill is tailored specifically to the job description

Third Paragraph

- Tell the company why you are right for this position
- Talk about the organization's values and goals and why they match your own
- Tell them why you should be hired for this position
- Do your homework – this will set you apart!

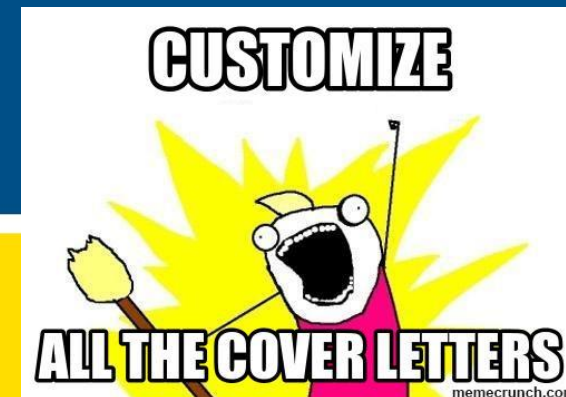


Closing

- Talk about your next steps
- Tell them you will follow up
- Ask for an interview
- Thank them for their time and consideration
- Sign the bottom of your cover letter

Use the Job Description

- Include the following if it is specifically mentioned in the job description:
- Technical qualifications
- Action verbs: design, supervise, coordinate, balance, audit, evaluate, analyze, consult...
- Use terminology that is proprietary to the organization



Master List

- Write 3–5 sentences about every piece of information on your resume
 - Education – why UMKC? Why Business? Why Accounting?
 - Experience – Role, Contribution, Impact
 - Repeat for all sections
- This will create a master copy of all of your experiences that you can use to piece together future cover letters



Parting Advice

- Cover letters plead your case
- By the time a recruiter is done reading they should know:
 - Why you're a good fit
 - Something interesting about you
 - What you can bring to the table
- Have it reviewed by the Bloch Career Center!

