

Cover Letter

A cover letter is a **one-page** sales letter that shows your prospective employer that you are interested in the available position and that you are qualified to fill the post.

A cover letter supports your CV in that it:

- Provides essential details related to your education and experience.
- Reveals some of your personality and uniqueness.
- Demonstrates your writing skills

The cover letter is divided in four parts:

1. Address and Salutation

- Ideally, address the letter to the person who will be interviewing you.
- Make sure you have the right name, correct spelling, and position title.
- Avoid using the terminology: “To whom it may concern.” In case of no name, write “Dear Madam/Sir”

2. Opening Paragraph

- State the reason for your letter
- Identify the position for which you are applying
- Indicate how you learned about the vacancy.
- State two main qualifications (that you will later expand) as to why you are the excellent candidate for the position.

Example: Mr. Adam Storkel, manager of your Fleet Street branch, suggested that I submit my resume for the assistant loan officer position advertised in *the Indianapolis Business Journal*.

3. Body Paragraph(s)

- Highlight and expand your strongest qualifications in a paragraph or two.
- Show how they can benefit the employer.
- Do not restate the points on your resume.

Wrong: As stated on my resume, I sometimes went on sales calls.

Right: Once, I went on a sales call with the president of Scholastic, and we closed a \$150,000 deal—the largest for the Ugo software product. From observing the sales manager, I learned....

- Provide evidence from previous experience or courses.

Wrong: I am an effective supervisor.

Right: Supervising a staff of five bank tellers taught me...

4. Closing Paragraph

- Summarize the most important points and remind the employer why you will be a asset.
- Provide your flexible schedule for an interview
- Optional: State your preferred method of contact (email/call).
- Use a standard closing, such as “Sincerely”.