



# CABRINI COLLEGE

## Correspondence Guide

Career and Professional Development

Cabrini College

610-902-8304

[www.cabrini.edu/career](http://www.cabrini.edu/career)

Updated September 1, 2013

# Table of Contents

I	Write a Winning Letter of Application .....	3
II	Sample Letter Formats.....	7
III	Sample Follow-up/Thank-you Letters.....	22
IV	Sample Acceptance Letter .....	27
V	Sample Declining Offer Letter .....	28
VI	Sample Rejection Follow-Up .....	29
VII	Sample Job Search Completion Follow-Up Letter.....	30
VIII	Sample Follow-up to Unsuccessful Telephone Contacts .....	31
IX	Telephone Talk .....	32
X	Telephone Call Planning Guide.....	34
XI	Suggested Reading List for Letter Writing.....	39

# I WRITE A WINNING LETTER OF APPLICATION

Letters of application for jobs are too often dismissed as mere cover letters designed to simply transmit a resume. Actually, they are an important job search tool. A good letter of application, like the essay on a college application, can make the difference between an offer of an interview or a polite letter of rejection. Here are some tips on writing a good letter of application.

## **BEGIN WITH A STRONG LEAD SENTENCE**

You need to catch a reader's attention in the first paragraph and, if possible, reflect some special link with the employer. Two examples of openers are, "In researching my senior thesis on your industry..." and "My interest in your field..."

Information from talks with an organization's current employees, clients, or customers may be cited to reflect the fact that you know something about the employer and its work. Your lead paragraph should also make clear that you are applying for a job with the organization.

## **GET YOUR MECHANICS STRAIGHT**

Use personalized letterhead stationery and follow current business style. Check and recheck each outgoing letter for details. Prepare your letter on a word processor, but not a typewriter. Make sure that you have the current name, title, and address of the persons to whom you are writing.

## **BUILD UPON YOUR OPENING PARAGRAPH**

In the middle paragraphs of the letter, elaborate on your qualifications and interests that are most applicable to needs of the employer. They should reflect the fact that you have studied the employer and understand skills and interests most useful in the job. At the same time, your letter should not duplicate material covered on your resume, although you may take one or more experiences and highlight them.

## **STUDY THE JOB INFORMATION**

Read and carefully note the information on the job for which you are applying. Tailor your letter to those specifications. Without coming right out and saying it, try to present your qualifications as if they are a perfect fit for the job.

## **KEEP IMPROVING YOUR PRODUCT**

As you write letters to different organizations, certain phrases or good ways to describe your abilities and interests will occur to you. Try to make each letter of application better than the one that preceded it.

## **END BY ASKING FOR SOMETHING**

End the letter by asking for something: in most cases you are writing to request an interview to discuss the position in more detail. This is a good place to refer to your enclosed resume, with more details on your background and qualifications.

Employer Name (Address letter to a specific person)

Title (get specific title)

Organization

Address

Dear Ms./Mr. Employer:

Paragraph 1 – Introduction

- State why you are writing and why you are interested in the organization.
- Mention position and how you became aware of it.
- Mention name(s) or person(s) who recommended you to write this letter.

Paragraph 2 – Tie in skills, qualifications, resume

- Highlight resume experience and specific skills relevant to the potential employer.
- Present specific motives for interest in working with this organization.
- Cite achievements and qualifications relevant to the position desired.
- Mention relevant qualifications not included in resume.

Paragraph 3 – Closing

- State what YOU will do next and what you hope the employer will do.
- Thank them for time and consideration.

Sincerely,

(Signature here)

Your Name Typed

Enclosure (indicates resume or other material enclosed with letter)

- Include a cover letter with every resume you send.
- Limit to one page.
- Type each letter individually.
- Sign your name.

## WRITE AN EFFECTIVE COVER LETTER

A well-written cover letter offers you the opportunity to stand out from all the other candidates.

With a strong cover letter your chances of getting your resume read are greatly improved. This is the time to introduce yourself and highlight the facts that make you particularly qualified for the job. The cover letter should communicate what you can do for an employer!

### **Rule Number One: Make your letter easy to read.**

Clear, concise, brief, and purposeful writing will make you “reader-friendly”. Too many letters are hastily written, poorly constructed or mass-produced. You may have a basic cover letter that you adapt for each individual contact. A “canned” or form letter is easily recognized and implies a lack of interest in that specific company or job. Always customize your letter to make the maximum impact.

### **Rule Number Two: Before sending out any letter, PROOFREAD CAREFULLY!**

Misspellings, grammatical errors, and typing mistakes are unacceptable and can result in immediate rejection. Avoid jargon and abstract, long-winded sentences. Letters must be typed on bond paper that matches your resume and should conform to standard business format.

There are basically two types of cover letters:

- Letters of Application or Solicited  
Use a solicited letter when you are applying for a specific position (e.g., in response to a job posting, newspaper ad, or personal referral).
- Letters of Inquiry or Unsolicited  
Use an unsolicited letter when searching for potential positions with organizations that have not advertised specific job openings.

The content/composition of both types of cover letter is essentially the same. Writing an effective cover letter is not an easy task but well worth the extra effort!

## FOLLOW-UP LETTERS

A cover letter precedes an interview; a follow-up letter should be sent after an interview. The letter following an interview is an important part of your job campaign and many experts believe its importance should not be underestimated. If you were interviewed by more than one person, a different letter should be sent to each person with whom you interviewed.

You should refer to some part of the personal conversation (a particular project or trait that uniquely identifies you, for example). You should express your enthusiasm about the position, department, personnel and employer, to reinforce your strengths and the reasons that you are especially suited for the position.

The follow-up letter should be sent as soon as possible after your interview. It should be no longer than two or three short paragraphs. It can be typed or a handwritten note. In addition to providing an opportunity to expound upon your professional abilities and demonstrate your communication skills, the follow-up letter reinforces your presentation skills to the employer and your continued interest in this position.

## **APPLICATION FORMS**

It is possible that you will be asked to complete a form before or after an interview or when you visit the employer's personnel office. Even if a resume is submitted, employers like to use application forms to ensure that all necessary data is available in one place and to verify, by the applicant's signature, that the information is accurate.

Information on your résumé and in a cover letter is designed to present you in the most favorable light. Application forms may ask for information that you have purposely excluded.

Except for questions that legally do not require your answer, you should answer all questions completely and truthfully. Write "N.A." if not applicable rather than omitting an item. Similarly, do not write "see resume," although you may attach a copy of your resume.

It is important to realize that some employers do not differentiate among levels of applicants, using the same form for all. Don't be offended by questions about grade school or clerical and machine-operating skills, just print "N.A."

## **POINTS TO REMEMBER**

1. ALWAYS MAIL A COVER LETTER WITH YOUR RESUME.
2. Cover letters should be individually typed in business format on standard-size, white bond paper or matching resume paper.
3. Each letter of application should be an original. Duplicated letters with noticeable fill-ins are not acceptable.
4. Your letter will receive a better reception if you address it to a specific person. If you don't know the name of the appropriate individual, check it online, call the organization, or use relevant directories that list names of department heads.
5. Keep the letter short. You need not repeat what has already been said in the resume.
6. The cover letter should sum up what you have to offer, and serve to highlight those skills or accomplishments that are particularly relevant to a given position.
7. Let your letter reflect your individuality, but avoid appearing aggressive, overbearing, apologetic, humorous, or cute.
8. Do not staple your resume to the letter.
9. Don't add later thoughts with a pen. Retype the letter if you have left something out.
10. Don't write more than one page.
11. Don't boast—demonstrate your abilities with concrete examples.
12. Proofread your letter for errors. Consider the tone it presents. Use "I" sparingly.
13. Be sure to sign your letters and make sure your address is plainly visible.
14. Make copies of all correspondence.

## II SAMPLE FORMAT

Address

Email Address

Date

Name

Title

Organization

Street Address

City, State, Zip Code

Salutation:

### **First Paragraph:**

State why you are writing. Identify the position, field or general area about which you are inquiring. Tell how you heard of the opening or organization.

### **Second Paragraph:**

Indicate your career or job objective and why you are particularly interested in this company or this type of work. Highlight your qualifications that are particularly relevant. Do not repeat what is on your resume. But be sure to point out facts such as related work experience, course work or training. Communicate to the employer that you understand the position and that you have those qualifications the employer seeks.

### **Third Paragraph:**

Refer the employer to an enclosed resume and/or application form. If you are writing in response to a definite opening, you should request a personal interview. Suggest a possible time, date, and state that you will take the opportunity to telephone in the hope of arranging a mutually convenient time to meet. Follow up one or two weeks later if you have not received an answer. This can indicate a strong interest in the organization. Your closing should indicate your hope that you have generated interest in yourself and should give specific information about getting in touch with you.

Sincerely,

Your typed name

**SAMPLE COVER LETTER – Personal Contact for Specific Job Opening**

12 Arrow Lane  
Email Address

Date

Mr. Grant Smith  
Human Resources Director  
The Franklin Institute  
222 N. 20th Street  
Philadelphia, PA 19103

Dear Mr. Smith,

Ron Brown of Grey and Company suggested that I write to you about the opening on your training staff.

As my resume indicates, I have the research, planning and program experience to bring imaginative approaches to solving training problems. Moreover, I understand you are currently investigating the purchase of a new media system for your training program.

My extensive media background and knowledge could be very helpful at this early stage of your project. When we meet personally, I would be happy to further discuss my experience and qualifications.

I will call in a week's time to arrange a mutually convenient appointment.

Sincerely,

Your Name

Enc.

**SAMPLE LETTER – Job Posting**

21 Cricket Avenue  
Ardmore, PA 19003  
Email Address  
Date

Mr. Frank Bosco  
Director of Human Resources  
Arthur Anderson, LLP  
1601 Market Street  
Philadelphia, PA 19103-2499

Dear Mr. Bosco,

The Center for Career and Professional Development at Cabrini College recently posted a Staff Accountant position with your firm. I am very interested in applying for this position and am submitting my resume for your consideration.

I will be receiving my Bachelor's degree in Accounting in (year). My current internship in human resources has provided me with an opportunity to develop many of the skills you are seeking. I have assisted in the preparation of year-end reports and have closely observed the ways audits are conducted. My extensive experience with spreadsheets will be beneficial to you as you implement your new computerized system.

My resume highlights my active participation in campus organizations. As a Resident Assistant, I developed strong leadership and communication skills. I have learned to balance my work and academic schedule while maintaining a high academic average.

I will call your office next week to see if we could arrange a mutually convenient time to meet.

Thank you for your consideration, and I look forward to meeting you.

Sincerely,

Your Name

Enclosure: Resume

**SAMPLE INQUIRY**

Pleasant Lane  
Westwood, New Jersey 10773  
Email  
Date

Ms. Jane Jones  
Director of Human Resources  
Eager Airlines  
777 Highway Lane  
City, State 44331

Dear Ms. Jones,

I am currently a senior at Cabrini College and will be graduating in (year) with a degree in English/Communications. I would like to inquire about positions in the marketing/promotions area and am submitting my resume for your consideration.

I have extensive PC skills and currently have an internship as a Technical Assistant. My experience and skills include tour publicity, trade shows, media contact, sales/marketing literature and advertising agency work. I have written for the Women's Resource Center Network Newsletter and have experience as a features editor from my college newspaper.

I will be glad to make myself available for an interview at your convenience to discuss how my qualifications would be consistent with your needs. Thank you so much for your time and consideration.

Sincerely,

Your Name

Enclosure: Resume

**SAMPLE COVER LETTER – Ad**

331 Beaumont Road

Devon, PA 19333

Email

Date

Ms. Beth Page  
Personnel Manager  
Jones and Cohen  
1515 Market Street  
Philadelphia, PA 19102

Dear Ms. Page,

I am forwarding my resume in response to your May 5, (year) advertisement in *The Philadelphia Inquirer* for the Management Trainee position.

I will be graduating from Cabrini College with a B.S. in Business Administration at the end of this month. I have six years of part-time experience working in the retail area. During this period, I worked in Human Resources, Junior Dresses, Housewares, and Jewelry departments at Macy's.

I would greatly appreciate the opportunity to discuss with you how I can contribute to the ongoing success of your organization. I will call you next week to discuss a possible interview appointment.

Thank you for your consideration.

Sincerely,

Your Name

Enc.

**SAMPLE LETTER – Ad Response Letter**

Address  
Email Address  
Date

Box T-300  
The Wall Street Journal  
30 Broad Street  
New York, NY 10108

RE: President

In response to your advertisement in the *Wall Street Journal* of May 2013, I have listed some of my qualifications to parallel your stated requirements.

**YOUR REQUIREMENTS:**

Dynamic Professional with top management experience

Proven record

Experience in financial administration

Sales management

Consumer hardgoods

Product development

MBA

**MY QUALIFICATIONS:**

Former President of \$100M Division of Corp. giant  
Member operations committee of two companies  
Board Chairman of two subsidiaries

Built sales from \$15M to \$100M in three years by internal growth and acquisition; profits tops in corporation

Total P&L responsibility for 6 enterprises comprising the division.

Former Vice President – Marketing for \$400M corporation

Major housewares

Brought our new food products for consumer market.

Harvard University

There are other areas of accomplishment in my background which may be of interest to you. I look forward to a personal meeting at which time I can discuss these with you.

Very truly yours,

Name

**SAMPLE LETTER – “Broadcast” Direct Contact Letter**

Address

Email

Date

Mr. Joseph Sinone, CPA  
103 Lancaster Avenue  
Malvern, PA 19355

Dear Mr. Sinone,

Many accounting firms are offering financial planning to their clients in an effort to expand their income base. My experience in the financial services industry has led me to the conclusion that CPAs are at the leading edge in fee-based financial planning.

I also realize that many CPA's do not feel proficient in investment and insurance tools and techniques. I have a great deal of experience in both of these areas, as well as aspects of financial planning.

As the Assistant Director of Estate and Financial Planning for the American Society of Training Professionals, my duties included developing financial planning programs for the members of the Society.

The Society was recently reorganized and, as a result, I am seeking a position with an accounting firm as the manager of the financial planning division.

If your firm plans to grow in the financial planning area, I believe I could help you provide better and more complete service to your clients.

Let me plan on following up with you shortly to explore your possible interest. Meanwhile, I can be reached at 000-000-0000 or by email at (address).

Sincerely,

Name, Title

**SAMPLE LETTER – “Broadcast” Direct Contact Letter**

Address  
Email Address  
Date

Ms. Elizabeth Backus  
President  
Fairlawn Hospital  
9400 Western Avenue  
Overbrook, PA 19151

Dear Ms. Backus,

Vast potential. Those two words describe the prospects in the healthcare field. The organizations that “grab the gold ring” will be those whose management has a solid financial base and an aptitude for responding to rapid change.

My special skill is in applying my analytical ability to solve problems and create new profit opportunities. For the past fifteen years, I have held a series of management positions in a \$10 billion subsidiary for a Fortune 50 energy company with progressive responsibility in performance improvement, financial planning and analysis. I have also managed the treasury function and traded crude oil.

Since the consolidation of my subsidiary into the home office has resulted in a change in my responsibilities, I have decided to seek new career directions. At this stage of my life, the health care field has particular appeal. I would be interested in using my talents at Fairlawn Hospital where I could have an impact in pointing its future and in molding its financial success. I can make a difference in “grabbing the gold ring.”

Some of my accomplishments include:

- Freed \$15 million in cash through identification and monitoring of excess product inventories.
- Devised highly accurate near-term financial forecasting system resulting in \$1 million in income from additional annual interest.
- Reduced total insurance cost \$200,000 annually.
- Saved \$50 million in federal taxes through design of LIFO inventory, rebuilding strategy.

Even if there is no immediate need for my services, I would welcome a chance to speak with you about how my skills and talents might fit with Fairlawn Hospital's future needs and priorities.

I will call shortly to see if we might arrange an introductory meeting.

Yours truly,

Name

**SAMPLE LETTER – “Targeted” Direct Contact Letter**

Address

Email Address

Date

Mr. Sidney Starrett, Vice President  
Carron-James Ltd.  
1844 Leighton Street  
Allentown, PA 17119

Dear Mr. Starrett,

I saw the recent article in *Trucking Age* that mentioned that your company is going to begin building a “new generation” of modern, lightweight trailers for heavy commercial use. I was very interested in your emphasis on streamlining to reduce wind drag and on your intention to use aluminum, stainless steel, and composite resin fabrications in building these trailers.

I have a great deal of expertise in such fabrications, and I am writing to see if there might be a job opportunity at Carron-James for me in connection with these new trailers.

My background has not been in commercial trailers, but rather in high-technology, high-stress commercial and recreational ship-building. However, you probably will need people experienced in the latest resins, coring materials and carbon-based layups.

I have more than ten years of experience working in these areas for Sun Ship and the Robert Direktor yard in New York. I also have managed and trained technical staff in working with E-glass, S-glass, and conventional resins. I am sure my skills and experience could be put to use in the building of relatively low-stress commercial trailers.

I will follow up with you in a few days to see if my background and skills might be of use to Carron-James as it goes into this new area. I have enclosed a resume which provides more detail about my work history and areas of technical expertise.

Thank you for your consideration.

Sincerely yours,

Name

**SAMPLE LETTER – Letter to Executive Recruiters**

Date

Wainwright Executive Search, Inc.  
530 Park Avenue  
New York, NY 10073

Dear \_\_\_\_\_,

Should you be conducting a search for someone with experience, I would be interested in meeting with you to explore how my skills and abilities might match your client's needs.

My salary requirements are in the \$60K and above range. I understand, of course, that my resume or credentials will not be circulated to any potential employer until we've discussed the opportunity.

The enclosed resume will give you an understanding of my skills and experience.

Yours truly,

Lawrence Parker

Enclosure

**SAMPLE LETTER – Letter to Executive Search Recruiters**

Address  
Email Address  
Date

Pricewaterhouse Coopers  
3700 First National Bank Tower  
Atlanta, GA 30303

Dear Sir or Madam:

In the event you should have or receive a search assignment for an executive with a strong sales and marketing background, I would welcome your client's consideration.

Whether or not you have an active assignment that matches my skills, I would be pleased to meet with you for exploratory discussions at your convenience. In any event, I naturally would expect to discuss any specific assignment or opportunity you may have before my name is submitted to any of your clients or contacts as a candidate.

My salary expectations are in the \$70K's. Mechanic's and Farmer's are aware of my job search efforts as we have agreed to sever ties.

I can be reached during business hours at 215-251-1111 and during the evening and weekends at 914-555-5555 or by email at [trandall@helpme.com](mailto:trandall@helpme.com).

Sincerely,

Thomas R. Randall

**SAMPLE LETTER – Networking Referral**

22 Avondale Street  
Philadelphia, PA 19102

Email address

Date

Ms. Rebecca White  
Vice President  
Eastern Industries, Inc.  
322 Swedesford Road  
Paoli, PA 19301

Dear Ms. White,

I want to thank you for giving me Jane Byran's name at ABC Marketing Company in CherryHill.

Ms. Bryant was most generous with her time and provided me with a great deal of useful information on job hunting in the South Jersey area. She made some valuable suggestions for strengthening my resume and gave me a few names of colleagues who might be interested in mybackground.

Enclosed is a copy of my updated resume. Feel free to make any comments or suggestions.

It was a pleasure meeting you at Cabrini's Alumni Connections gathering the other night. I appreciate your interest in my job search and again thank you for giving me Jane's name.

Sincerely,

Your name

Enclosure

**SAMPLE LETTER – Networking Alumnus**

3541 Oxford Avenue  
Philadelphia, PA 19122

Email Address

Date

Ms. Karen M. Colligan  
Director of Human Resources  
Brandywine Hospital  
201 Reeceville Road  
Coatesville, PA 19320-1536

Dear Ms. Colligan,

I read with interest of your promotion to Director of Human Resources at Brandywine Hospital in the May edition of *Comment*. Congratulations!

As a fellow graduate of Cabrini's Human Resource Management program, I thought I might contact you about opportunities in health care. I have recently completed my degree and have just started to actively network.

Would it be possible to meet with you briefly for an informational interview? I would very much like your feedback on my resume and to learn more about your career path.

I will give you a call next week to see when we can meet. Perhaps I could take you to lunch.

Sincerely,

Your name

## **SAMPLE LETTER – Contact Development Letter**

Date

Mr. Terry S. Parmenter  
Morris-Mundy Agency  
1760 Market Street  
San Francisco, CA 94119

Dear Mr. Parmenter,

I met with Tom Whitehurst yesterday in order to explore some ideas about a new career direction which I am taking, and he suggested that you might be able to give me some help.

I was recently involved in staff reduction at Chamber & Leeds and have taken this opportunity to make a change in career direction. After carefully analyzing my capabilities and experience, I believe that my greatest strengths are in marketing and sales and that in this area, I would contribute significantly to a company's profitability.

The enclosed resume will give you a more complete understanding of my background and objectives.

I am not writing to you to ask you for a position or even with the expectation that you know of an opening. Rather, I would appreciate meeting with you to discuss the transferability of my experience to the technical sales field. Because you have experience in this area you may be able to suggest approaches which I will need to take.

You can be assured that I will be appreciative of your time. I will call you next week to arrange a brief meeting.

Yours truly,

Your Name

**SAMPLE LETTER – Contact Development Letter**

Date

Marvin C. Updike, Chairman  
VanTron Industries  
3800 Milltown Pike  
Ann Arbor, MI 47104

Dear Mr. Updike:

I am writing you at the suggestion of Alex Sythos. Alex is a long-standing friend of mine whom I gather has worked with you and VanTron on some public offerings.

My position as Chief Financial Officer was among those eliminated when Capstan Networking Systems was recently acquired by Parah-Saudia. I've been giving some thought to relocating to the Ann Arbor area, and Alex said your knowledge of the area and particularly of its high technology businesses was encyclopedic.

I'm planning a trip to Detroit and Ann Arbor later this month. I would be grateful if we might arrange a brief meeting while I am there. I want to make it clear that my purpose is to get your advice and counsel and not to ask you or VanTron for employment. I've attached a resume, just to give you an overview of my background and career history.

I appreciate your consideration. Let me plan on calling early next week to see when there might be a convenient time for us to get together.

Sincerely,

Enclosure

### III SAMPLE FOLLOW-UP LETTERS

#### SAMPLE LETTER – Follow-Up Letter to Contact Development Meeting

Date

Mr. Paul J. Walker  
Vice President  
Jenkins Valve Corporation  
1114 This Street  
Bridgeport, CT 06601

Dear Paul,

Thank you for the assistance and insight you provided me yesterday.

Your specific suggestions about the needs for small manufacturing companies will be of great help. I particularly enjoyed the personal story you shared on how you began your career.

This week I plan to call Jim Tompson and Greg Miller to arrange for a meeting. I appreciate your alerting them to expect my call.

I will let you know how the meeting goes.

Sincerely,

Your Name

**SAMPLE LETTER – Follow-Up Letter to Contact Development Meeting**

Address

Email

Date

Mr. Paul J. Rust  
Vice President  
Worldwide Oil Corporation  
1050 Western Boulevard  
Casper, WY 82601

Dear Paul:

I enjoyed our meeting and valued your counsel on my career goals and plans.

Since our discussion, I contacted Sam Martino and Mark Wright, as you suggested, and will be meeting with each of them next week. I will let you know the results.

In our conversation, you talked about the issues you are facing in reshaping your strategies and organization for your Middle East markets. I told you something about my involvement in the somewhat similar situation with Bechtel. As in your situation, we had to make the changes while protecting our business with existing distributors, and my ideas worked well in that situation.

Reflecting upon the elements of that plan, I have recalled some further details of how I directed and brought about a controlled shift with the emphasis on different distribution channels. Also, on some of the ways we dealt with the restructuring to a profit center organization from a functional structure.

As both of these topics are giving you some concern, I would like to discuss my past experience with you in more detail.

I'll call you shortly to see when it could be convenient to meet again.

Very truly yours,

Your Name

## **SAMPLE LETTER – Follow-Up Letter to Job Interview**

Date

Mr. Robert F. Ruppert  
Vice President, Sales and Marketing  
Dan River Products  
Edison Park  
South Bend, IN 46600

Dear Mr. Ruppert,

Thank you for the opportunity to meet with you and Mr. Sharp yesterday.

The expansion of the company into a new product line is an exciting prospect to a born sales manager like me. I am also pleased that the position includes responsibility for sales training and development. I currently have this responsibility and enjoy the work immensely.

I have a few more questions about the job and look forward to meeting with you again. I assure you of my sincere interest in Dan River Products.

I will call your office next week to determine a convenient time for a second meeting.

Sincerely,

Your name

**SAMPLE LETTER – Follow-Up Letter to Job Interview**

Address  
Email Address  
Date

Mr. Howard T. Chapman, President  
Atlas Chemical Corporation, Inc.  
2990 Snowhill Road  
Elizabeth, NJ 07207

Dear Howard,

I very much enjoyed our meeting and the opportunity it gave me to understand your requirements for the job of Vice President, Marketing.

You emphasized the importance of your plans for the energy market. I hope that my account of how.....  
(match experiences with description of successful results) demonstrated my capabilities in these areas.

You also referred to the importance of working smoothly with the functions of manufacturing and R&D and, as I indicated, at ABC Corporation I established good relations with these functions, with the result that we were able to develop the required products, achieving sales of more than \$200 million.

The demand to influence the sales function without direct authority in that area presents no problem to me, because of ABC I was able to achieve systematic selling without line authority over the people in the function.

I was very enthusiastic about your business plans, your growth objectives and the sense of good teamwork in the Atlas Chemical Corporation I got from our discussions.

As we agreed, I shall call you by mid-May if I have not heard from you by then. I look forward to talking with you then.

Sincerely,

Your name

## SAMPLE LETTER – Follow-Up Letter to Job Interview

Address

Email

Date

Mr. Alfred Jones  
Vice President, Operations  
Global Industries  
P. O. Box 999  
New York, NY 10022

Dear Mr. Jones,

Thank you for meeting with me last Thursday to discuss the Technical Support Specialist position available at Global Industries.

I am confident that my PC experience with customers, vendors, and users in a corporate environment would be an added plus to your MIS department. At the same time, I feel this position will allow for continued growth both technically and professionally.

Once again, it was a pleasure meeting and talking with you, and I look forward to hearing from you soon. If there are any references or other information I can provide for you, please do not hesitate to call.

Sincerely,

Your name

## IV SAMPLE ACCEPTANCE LETTER

Address

Email

Date

Ms. Susan Smith  
President  
Co-op Industries  
15 B Street  
King of Prussia, PA 19406

Dear Ms. Smith,

I am pleased to accept your offer (state offer) as outlined in your letter of (date). (Include all details of offer – locations, starting salary, starting date.)

(Mention enclosures – application, resume, employee forms, or other information – and any related commentary).

I look forward to meeting the challenges of the job and I shall make every attempt to fulfill your expectations.

Sincerely,

Your name

## V SAMPLE DECLINING OFFER LETTER

Address

Email

Date

Mr. Robert Smith  
Director of Marketing Training  
Exclusive Products, Inc.  
1320 Park Avenue  
Chicago, IL 40029

Dear Mr. Smith:

After careful consideration, I have decided not to accept your invitation to join the Marketing Training Program at Exclusive Products.

As you know, I have been working as an intern at Consumer Supplies for the past six months and have been offered a full-time position as Assistant Marketing Manager.

I appreciate all the time you spent with me discussing marketing career opportunities at Exclusive Products. It was a pleasure meeting you, and I thank you for sharing so much of your early career experience with me.

Sincerely,

Your name

## VI SAMPLE FOLLOW-UP LETTER

### Rejection

Address

Email

Date

Mr. Lawrence Hart  
Vice President  
Hart and Company  
251 Madison Avenue  
New York, NY 10010

Dear Mr. Hart,

I am in receipt of your letter dated ( ). Thank you for the time you spent with me discussing career opportunities in international finance. It was a pleasure meeting you and your colleagues.

I would appreciate it very much if you would contact me should you hear of any positions that become available. Again, many thanks for your interest.

Sincerely,

Your name

## VII SAMPLE LETTER – Job Search Completion Follow-Up Letter

Address

Date

Mr. William D. Garland  
President  
People's Federal Savings and Loan  
800 Market Street  
Boston, MA 01432

Dear Bill,

I recently accepted a position in the Management Advisory Services group at KPMG Peat Marwick, one of the "Big Eight" public accounting firms.

At KPMG Peat Marwick, I will be providing senior management consulting services to depository institutions in the six-state area and will be expected to provide local and firm-wide expertise in a number of EDP consulting areas.

I will also be responsible for developing new ones. I will have the opportunity to travel and will be intellectually challenged in a variety of areas. The potential for career growth is tremendous, and I am quite excited about it.

I appreciate the support that People's has provided for me during my job search and wish to thank you personally for the fine recommendation given to Jim Fountain of Foster Crum Associates. What happened to me may have been a "blessing in disguise."

My sincere thanks,

Marcia A. Hand

## VIII SAMPLE LETTER – Follow-Up To Unsuccessful Telephone Contacts

Address

Date

Mr. Peter Armstrong  
Jones and Rockwell  
1303 North Chestnut Street  
Cleveland, OH 44125

Dear Mr. Armstrong,

I am sorry we have been unable to connect on the telephone since I wrote to you September 21, but am most interested in the job about which we spoke.

I would be grateful if you would give me a call at 111-555-5555 when convenient or email me at (address).

Sincerely,

Your Name

## **IX TELEPHONE TALK**

### **LETTER/TELEPHONE APPROACHES**

Because people share so much information in visual signals and cues, it is much harder to create a good impression on the phone than it is in person. Still, you will have to conduct important portions of your job search on the phone – in asking for meetings or making follow-up calls, in particular.

Sometimes it simply will not be possible to conduct a networking meeting face-to-face, and you'll have to do it by phone. There are some basic ways to make phone calls go better.

#### **1. Be Prepared**

Plan to call in advance and know what you want it to accomplish.

Try making some notes, in outline form, that cover:

- Who you are
- Why you're calling
- A way to tactfully acknowledge that you know the listener's time is valuable
- What you want the call to accomplish
- Any particular questions you want to ask
- The next steps you or the listener will take

Do not write these notes out in full sentence form – you will end up reading it, and no matter how much you try to make it sound like conversation, you will sound stiff and rehearsed.

Take notes during the conversation, recording both questions and responses. If names come up that are difficult to spell, write them down phonetically (or ask for spelling clarification).

#### **2. Sit Straight and Be Alert**

As surprising as it may seem, your posture as you talk will affect how you sound on the phone. Sit in a straight-backed chair, with your lower back pressed firmly into the chair. Avoid lounge chairs, putting your feet up, or writing on your lap. If you can, sit at a table, with a pad in front of you and all necessary notes ready.

Experts say that improving your posture as you speak on the phone will improve your breathing, voice, and inflection – and create a much stronger impression of alertness and interest.

#### **3. Talk to a Person**

Whether you are talking to a potential employer, a contact, a secretary, or a friend, remember always that people like to be treated as individuals – not merely as titles or functions. Beforehand or during the call, see if you can learn the name of the person you are talking to and use that name in later conversation.

Don't be afraid to ask for help. People like to help people. Be polite and personable, and be sure to express genuine appreciation and thanks for the attention and interest of the listener.

#### 4. Maintain control

If you prepare carefully for a call, it will be easier to keep the purpose of the call in mind and pursue that purpose, politely but firmly. Try to end the call with a clear understanding of who will take the next step and what that step will be. If the call does not accomplish your primary purpose—getting a meeting, for example—be prepared to try for a back-up purpose like getting the names of other people to call or asking some questions during this call.

If a call goes badly, keep control: don't let impatience show through and don't take other people's rudeness personally. Always close the call courteously, with thanks for the listener's time and attention.

If you cannot reach someone after three calls, send a brief note that suggests you have tried several times to reach the person and ask if your call could be returned when convenient. Be sure to include your return phone number and email.

### TELEPHONE TECHNIQUE

Many people you try to call will have an effective secretary trained to screen out unimportant or troublesome callers. To get through the screen, be courteous and helpful, but also pleasantly persistent. Do not mention you are job-seeker.

- Secretary: Mr. Smith's office.
- Caller: I wonder if he's in, please. This is John Stephens calling.
- S: Just a moment, I'll check. May I tell him what this is in reference to?
- C: It is a personal call. Harold Black strongly suggested I give Mr. Smith a call, and I was hoping I might be able to get in touch with him this afternoon.
- S: Mr. Smith seems to be away from his desk right now.  
May I take your number and have him get back to you?
- C: That would be fine, thank you. Now that I think of it, I too am going to be away from my desk a good bit, and it may be hard for him to reach me. Is there a particular time this afternoon or maybe tomorrow morning when I should try him again?
- S: He will be very busy this afternoon.  
You might try tomorrow morning about 10:30, but I can't guarantee anything.
- C: I certainly understand. I'll try then. And I certainly appreciate your help.  
Oh, could I have your name please?
- S: Well, ah, my name is Mrs. Rose Carmody.
- C: Thanks again for your help, Mrs. Carmody. I'll try Mr. Smith tomorrow.

If after several such polite calls, you do not get through or are not called back, do not keep pounding, call after call. Drop the person a note that starts, "I'm sorry that we were unable to speak on the phone last week. Let me explain why I was calling..."

## X TELEPHONE CALL PLANNING GUIDE

PERSON YOU ARE CALLING: \_\_\_\_\_

COMPANY: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

SECRETARY: \_\_\_\_\_

INTRODUCTION: Mr./Ms \_\_\_\_\_, my name is \_\_\_\_\_

REFERRAL: \_\_\_\_\_ suggested that I get in touch with you.

STATEMENT OF PURPOSE:

I'm calling to explore the possibility of employment with (company) as a (title or role), and I was hoping we could arrange an interview. (Now give brief statement of your level, area of expertise, and what you could do for the company.)

\_\_\_\_\_  
\_\_\_\_\_

Or (contact) suggested I give you a call to see if we might arrange a brief meeting. Explain your situation/interests briefly.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

LISTEN TO RESPONSE. If the person expresses interest, try to draw him/her out and describe the job, need or situation. Then match your skills and background to his/her comments. If he/she says they have no need for someone like you at the moment, try to determine if they do have other needs and ask focused questions to try to get the person to talk about them. Then try to match yourself to the needs expressed.

CONCISE PERSONAL STATEMENT: If person wants to know more about you, be prepared to summarize your skills, experience, and background in no more than 20 seconds.

WHAT I AM: \_\_\_\_\_

WHAT I DO: \_\_\_\_\_

WHAT I'VE DONE/WHERE I'VE WORKED: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

WHAT I WANT TO DO NEXT AND WHY: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

PRACTICE THIS STATEMENT. It is essential that you be able to describe yourself briefly, concisely, and clearly.

SEEK CONCRETE NEXT STEP:

"If you have some time free next week, I'd be happy to drive out for a preliminary meeting." or

"I understand how busy you are. Why don't I plan on calling in a couple of weeks to see if your schedule has cleared some and perhaps schedule a time to get together?"

**SAMPLE FOLLOW-UP LETTER (AFTER TELEPHONE CONTACT) (GENERAL LETTER)**

Address

Email

Date

Emily\_\_\_\_\_

(Title)

ABC Corporation

1 Industry Plaza

Anytown, NY 11111

Dear Ms. \_\_\_\_\_,

I appreciate the time you took yesterday to discuss the position at\_\_\_\_\_. I recognize that timing and awareness of interest are very important in searches of this type. Your comment regarding an attempt to contact me earlier this summer is a case in point.

Enclosed, as you requested, you will find my resume. I also believe that my experiences as director of physical plant services are readily transferable to a new environment. I believe that I can contribute a great deal to the satisfaction of your client's needs.

Realizing that letters and resumes are not entirely satisfactory means of judging a person's ability or personality, I suggest a personal interview to discuss further your client's needs and my qualifications. I can be reached directly or via message at 555-555-1212, so that we can arrange a mutually convenient time to meet.

I look forward to hearing from you. Thank you for your time and consideration.

Sincerely,

Your name

Enclosure

Address

Email

Date

Philip \_\_\_\_\_

(Title)

ABC Corporation

1 Industry Plaza

Anytown, PA 22222

Dear Mr. \_\_\_\_\_,

I would like to take this opportunity to thank you for the interview Wednesday morning at \_\_\_\_\_, and to confirm my strong interest in an entry-level position with your company.

As we discussed, I feel that my education and background have provided me with an understanding of business operations which will prove to be an asset to your company.

Additionally, I have always been considered a hard worker and a dependable, loyal employee. I am confident that I can make a valuable contribution to your Group Pension Fund area.

I look forward to meeting with you in the near future to further discuss your needs.

Sincere regards,

Your name

## THANK-YOU LETTER – Post Interview

Address

Email

Date

James R. Quinn, Director  
Personnel Department  
Davis Enterprises  
2290 Cambridge Street  
Boston, MA 01181

Dear Mr. Quinn:

Thank you for the opportunity to interview yesterday for the Sales Trainee position. I enjoyed meeting you and learning more about Davis Enterprises.

You have a fine staff and a sophisticated approach to marketing. Your organization appears to be growing in a direction which parallels my interests and career goals.

The interview with you and your staff confirmed my initial positive impressions of Davis Enterprises, and I want to reiterate my strong interest in working for you. My prior experience in operating office equipment plus my training in communications would enable me to progress steadily through your training program and become a productive member of your sales team.

Again, thank you for your consideration. If you need any additional information from me, please feel free to call.

Yours truly,

Your name

**FOLLOW-UP LETTER (AFTER TELEPHONE CONTACT) (SECRETARY)**

Address

Date

Alice \_\_\_\_\_

(Title)

Krieger, Skvetney, Howell

Executive Search Consultants

2426 Foundation Road

Anytown, PA 12222

Dear Ms. \_\_\_\_\_,

As you requested in our telephone conversation this morning, I am enclosing a copy of my resume for your review.

As you can see from my resume, I have some excellent secretarial experience. My years with \_\_\_\_\_ Company were the most enjoyable, and I would really like to get back into a corporate environment.

You asked about my salary history. At present, my salary is \$1,820 per month. I started work for \_\_\_\_\_ two and a half years ago at \$1,600 per month. My own business endeavors were only part-time, so I don't have a good figure to use.

If you have any questions, or positions for which you feel I am qualified, please call me either at my home, 111-555-5555, or e-mail me. I would be interested in meeting with you and discussing what possibilities exist.

Thank you for your consideration.

Yours sincerely,

Your name

Enclosure

## XI SUGGESTED READING LIST FOR LETTER WRITING

- *201 Best Questions to Ask on Your Interview*, John Kador
- *Fearless Interviewing*, Marky Stein
- *Vault Guide to Schmoozing*, Marcy Lerner
- *Power Interviews*, Neil Yeager and Lee Hough
- *Killer Interviews*, Frederick W. Ball, Barbara B. Ball
- *Haldane's Best Cover Letters for Professionals*, Bernard Haldane Associates
- *Cover Letters That Knock 'em Dead*, Martin Yate
- *Slam Dunk Cover Letters That Score Every Time!*, Mark Rowh
- *Gallery of Best Cover Letters*, David F. Noble
- *The Everything Cover Letter Book*, Steven Graber