

# CAREER SERVICES CENTER

## Cover Letter Review

The cover letter is used to introduce yourself to a potential employer. A well composed cover letter should accomplish three things:

- Explain your purpose in sending the resume
- Target your resume to a specific position

Get the employer interested in meeting you

Your cover letter should always accompany your resume when you do not speak with the employer in person.

Three important components of a cover letter are:

- Introduction
- Body

Closing

A few guidelines to follow for your cover letter are:

### Introduction

Begin by stating your reason for writing. Indicate what position you are applying for and how you learned about the position opening. If you are writing to inquire about an opening, indicate what type of position you are interested in. If you have been directly referred to the company, be sure to mention the name of the individual who referred you. This section should be about two to three sentences.

### Body

The body of the letter is the most important section as it gives the employer reasons why they should consider you for an interview. It should include an overview of your strengths and qualifications as they relate to the target position. Demonstrate what you can contribute by illustrating how you achieved your most relevant accomplishments. You can mention your resume is attached, but **DON'T BE REDUNDANT!** This section should be about five to six sentences, but not a restating of your resume.

### Closing

Indicate your interest in meeting with the employer. Let them know how and when you will contact him/her to set up a meeting time. Thank them for their consideration and include your phone number so they can contact you if they have any questions. This section should be about two to three sentences.

### Format

Use same color and quality grade of paper as you used on your resume.

Always try to address the Hiring Manager in the company or department to which you are applying.

Text should be a standard font approximately 12 point size.

Margins should be at least 1 inch from top with a minimum of ½ inch and a maximum of 1.25 for sides.

Single space paragraphs; double space between each paragraph.

At the signature closing, be sure your name is typed and a handwritten signature is above. Use black or blue ink for signature, no colored ink.

Proofread your letter before you send it. Have at least two others proofread as well. There should be **NO** errors of any kind.

Mail in a 9 x 12 envelope or tri-fold in a business-sized envelope. Be sure to include your resume. Do not staple or paper clip the cover letter to the resume.

Keep a copy of the cover letter and follow up as stated in the letter.



## Prospecting Cover Letter

4825 Greenwood  
Kansas City, MO 64110

Date

Ms. Helen Hire  
Head Engineer  
Chemical, Incorporated  
5100 Rockhill Road  
Kansas City, MO 64110

Dear Ms. Hire:

I am seeking a position in materials evaluation in the technology field with Chemical, Inc. I am aware that your company has an extensive training program for physicists and engineers and believe this to be a perfect opportunity to develop my experience and career interests to meet your needs.

As you will note from the enclosed resume, I have majored in chemical engineering and have participated in significant research. As a member of our University Chemical Research team, I was able to work on several government-funded programs and projects. For example, our team participated in the investigation of chemical pollutants emitted by regional oil refineries and the effects on the community. This background, as well as several business courses, has prepared me to combine an interest in motivating people with a desire to work in a technical environment.

I would like to learn more about your trainee programs, and I will contact your office within the next week to arrange a meeting time. Please feel free to contact me at 816-235-1636 should you have any questions. Thank you, in advance, for your consideration.

Sincerely,

(Your Signature in blue or black ink)

Jill J. Hunter

Enclosure

## General Cover Letter

4825 Greenwood  
Kansas City, MO 64110

Date

Mr. Brian Brown  
Sales Manger  
Good Pharmaceuticals, Inc.  
5100 Rockhill Road  
Kansas City, MO 64110

Dear Mr. Brown:

I am writing to apply for the outside sales representative position at Good Pharmaceuticals listed with the University of Missouri-Kansas City Career Services Center. I am a recent graduate of UMKC and currently work in the medical sales field.

As you can see from my resume, I have worked in several capacities with the current employer including organizing internal sales activities and attending national medical conventions. For example, at the 2004 American Dental Association Conference, I was able to market our services by establishing over thirty new accounts, a new sales record. These new accounts have grown into \$10 million a year in sales representing a 20% increase for the Midwest region in two years.

I believe my positive attitude and flexibility will be an excellent asset to Good Pharmaceuticals, Inc. and your already productive and aggressive sales team. I am confident that my background and personality would be an excellent fit with your organization.

I will contact you next week to further discuss this opportunity. If you have any questions, please feel free to call me at 913-555-1212. I look forward to speaking with you soon. Thank you for your time and consideration.

Sincerely,

(Your Signature in blue or black ink)

Jill J. Hunter