

4. Explains how your qualifications enable you to contribute to the employer's success
5. Indicates the next step you will take

There is no single best way to combine these five elements within the three-part framework of a letter. Use your creativity to make your letter distinctive. The following advice will help you write an original letter that observes the general conventions of business correspondence. Figures 2.7 and 2.8 show how Jeannie Ryan and Ramón Perez applied this advice in their letters.

FIGURE 2.7

Job Application Letter to Accompany the Résumé Shown in Figure 2.2

Jeannie addresses a specific person.

She shows specific knowledge of the company and offers praise related to it.

Jeannie states that she wishes to pursue a goal that the employer pursues.

Jeannie explains the relevance of her courses to the job she is seeking.

She describes one way her job experience will benefit the employer.

Jeannie tells how abilities she developed in a college activity will benefit the employer.

She highlights a specific accomplishment.

Jeannie politely requests an interview.

325 Foxfire Drive, Apt. 214
 Denver, Colorado 70962
 February 8, 2013

Ms. Nancy Zwotny, Manager
 Employment and Employee Relations
 Burdick Marketing
 650 Broadway
 Denver, Colorado 70981


Dear Ms. Zwotny:

I was very impressed to read in *Marketing News* that last year Burdick added seven national accounts to its client list. I was especially interested to learn that this success is built upon the power and rapid response of computerized tools for marketing analysis developed by your personnel. Moreover, two of these new accounts are in the electronics industry, a special interest of mine. As a senior marketing major at the University of Denver, I would very much like to work for Burdick as a research assistant, helping clients maximize sales. In particular, I would like to contribute to the success of clients in the electronics industry.

To develop a solid background in computerized decision making, I have taken several classes in data analysis, including two classes in quantitative methods, one in data management, and one in survey sampling. In addition, through my minor in computer science, I have gained technical knowledge to work effectively with Burdick's clients selling computer games and similar consumer products.

To learn the practical application of concepts I've studied in school, I have worked in selling to consumers and to retailers. Both jobs taught me how unreliable our intuitive predictions about consumer behavior can be and how important it is to research the market before introducing a new product. In addition, my service as vice president of the university's synchronized swim team has helped me develop my leadership and communication skills that will help me work effectively with other Burdick clients and employees. Last year, I helped this diverse group of fifty students prepare programs that they presented proudly to the public.

I'm sure you realize that a letter and résumé (which I've enclosed) can convey only a limited sense of a person's motivation and qualifications. Next week, I will call your assistant to see if you are able to grant me an interview. I hope that I may look forward to meeting you to discuss my credentials more fully.

Sincerely yours,

 Jeannie Ryan

Enclosure: Résumé

16 Henry Street
 Brooklyn, New York 11231
 March 24, 2013

Estelle Ritter
 Financial Systems Division
 Medallion Software, Inc.
 1655 Avenue of the Americas
 New York, New York 11301


Dear Ms. Ritter:

About a year ago, I met David Yang, a systems analyst in your department, who told me about Medallion's highly successful efforts to create integrated computer systems for banks and other financial institutions. I was particularly intrigued when he explained that many of the programs you design for international corporations must conform to government banking regulations—which differ from country to country. What a challenge! As a systems analysis major with a considerable interest in meeting the needs of clients in the financial services industry, I would like to be considered for a position in your division.

Since talking with David, I have sought out courses that would prepare me for exactly the kind of work your division performs. This semester, for example, I am taking a course in computer security and another in international finance. In addition, I have gained considerable insight into the structure and uses of two sophisticated financial systems while working as a data entry clerk for the Miller Health Spas chain and as a teller for the Meninger Bank. I have also completed several classes in written and oral communication, which would help me present Medallion effectively to clients. You will find additional details about my qualifications in the enclosed résumé.

I feel that I am a well-disciplined, highly motivated person with a strong desire to excel. I have taken the last half of my college courses while working full-time to support my wife and young son. After I become settled into a permanent job, I plan to begin graduate study in computer science so that I continue to develop my skills in systems analysis and design.

Would it be possible for me to meet with you to discuss what I have to contribute to Medallion? If so, please call me at (212) 374-7631 during the day.

Sincerely,

 Ramón Perez

Enclosure

FIGURE 2.8

Job Application Letter to Accompany the Résumé Shown in Figure 2.3

← Ramón addresses a specific person.

← He demonstrates a specific knowledge of the company and conveys his enthusiasm for it.

← Ramón states that he wishes to achieve results that the employer desires to achieve.

← Ramón conveys his determination to prepare for the job for which he is applying.

← Ramón explains how his job experience would benefit the employer.

← He also tells how two classes he took would benefit the employer.

← He provides specific evidence of personal characteristics he thinks the employer will view favorably.

← Ramón asks for an interview.

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Introduction

By identifying the job you want in the introduction of your letter, you accommodate the employer's desire to know why you have written. When naming the position, convey your enthusiasm for it.

I was delighted to see your ad for a chemical engineer in Sunday's newspaper.

To make your enthusiasm credible, explain the *reason* for it. In the following examples, Harlan shaped his explanations to the positions he applied for. To an environmental consulting company, he wrote:

As an environmental engineering major who will graduate in May, I am eager to help companies assess and remediate hazards.