



Creating Winning Cover Letters

Participant Workbook

Preparing a Cover Letter

Read through this advertisement and highlight the key criteria you would address if applying for this job. Remember your cover letter can only be 1 page long. Write down notes why you would address this criteria.

Customer Service / Reception

Our privately owned Australian company XYZ based in Geebung is experiencing an amazing growth faze, and we are looking for a reliable and self- motivated person to join our team in a reception / customer service role.

We are looking for a professionally presented, enthusiastic and highly motivated person to join our growing business.

This role will allow you to multi-task and your daily duties will include:

*Customer Service Inquiries
Processing Orders
Quotation Preparation
Data Base Management
Reception
Administration*

to be successful you will require the following skills:

*Excellent customer service skills
Have proficient PC skills
A high attention to detail
Great telephone manner
Ability to liaise with people at all levels*

Customer service experience is desirable, but not essential. We can be flexible with hours for the right candidate (may suit someone looking to work school hours) Salary will be commensurate with qualifications and experience. If you are looking for a job in a small, motivated and friendly team, send your Resume via e-mail to John Smithinfo@treotham.com.au

Spot the Difference

Cover Letter 1

Operations Manager,
XYZ Company

To Sir/Madam

I am writing in response to your advertisement.

As you will see from my enclosed résumé, my skills and experience are a good match for the position you are now trying to fill. I have excellent customer services skills and high attention to detail. I work well with everyone.

I have 2 kids and can start straight away. I look forward to discussing how I can contribute to your team.

Yours sincerely,

Sammy Day

Email: mummasammy@hotmail.com

Cover Letter 2

Ms Jill Brown
25 Sunny St
MacGregor
QLD 4109
3842 0404 /
0408 985 756

20 September 2013

Mr John Smith
Operations Manager
XYZ Company, Geebung

Dear Mr Smith,

I wish to apply for the position of Customer Services/Receptionist for your family business at Geebung, and attach my resume for your review. I believe my skills and experience are an excellent fit with the role you are wishing to fill.

Of particular relevance is my five years' experience working in a similar role and the award I received for excellence in customer service. I am highly proficient in computer skills including MS Office. I have excellent attention to detail which I have developed in previous accounts roles. I have strong interpersonal and communication skills. On a monthly basis, I volunteer for my local St Vincent's store which allows me to work with people of all backgrounds. I'm aware of the high value XYZ business places on service and believe I share the same philosophy on customer care.

I have two school age children therefore working during school hours would suit me perfectly. I am available Monday – Friday and have my own reliable transport. I look forward to having an opportunity to meet with you to discuss how I could contribute to your team.

Yours sincerely,

Jill Brown

Sample Cover Letter

Your name

Address 1

Address 2

Email / Phone number

Date

Managers Full Name

Job Title

Company Name

Dear Ms/Mr Last name

Re: Job Title / Reference Number

I read with interest your advertisement seeking a Sales professional, and wish to submit my application for your consideration. I believe I possess the attributes necessary to make this role a success and with my commitment and drive feel that I can add real value to your team.

As you will see from my resume, I have a proven track record in advertising sales as well as selling to all levels of management in the tourist/hospitality/travel sector in 14 different countries including Australia. Adept at leading a team and working as part of a team, I am also an enthusiastic self-starter. I have initiative and loads of drive. My personal motto is: "Never give up". My technical skills include telephone and face-to-face selling, Word, Outlook and Excel software proficiency. .

Thank you for taking the time to consider my application. I hope to have an opportunity to meet with you to discuss how I could contribute to your team.

Yours sincerely,

Your name & signature

Develop Your Own Cover Letter template

Resources – Resume Verbs

The following list of verbs may help you write short, descriptive phrases describing your duties and accomplishments. If you aren't sure of a word's meaning, look it up in a dictionary (<http://www.dictionary.com> is useful) or choose a simpler verb.

Accomplishment Verbs			
Achieved Expanded Familiarised	Pioneered Reduced	Resolved Spearheaded	
Clerical Verbs			
Approved Arranged Catalogued Classified Collected Compiled	Generated Implemented Inspected Monitored Operated	Organised Prepared Processed	Purchased Recorded Retrieved Screened Specified Systematised Tabulated Validated
Communication Verbs			
Addressed Arbitrated Arranged Authored Collaborated Convinced Corresponded	Developed Directed Drafted Edited Enlisted Formulated	Influenced Interpreted Mediated Moderated Negotiated	Persuaded Promoted Publicised Reconciled Recruited Spoke Translated Wrote
Creative Verbs			
Acted Conceptualised Created	Customised Designed Developed Directed Drew	Established Fashioned Founded Illustrated Initiated	Instituted Integrated Introduced Invented Originated

Helping Verbs			
Advocated Assessed Assisted Clarified Coached Counselled	Demonstrated Diagnosed	Educated Expedited Facilitated Familiarised Guided	Motivated Referred Rehabilitated Represented
Management Verbs			
Administered Assigned Attained Allocated Analysed Appraised Audited Budgeted	Calculated Chaired Computed Coordinated Consolidated Contracted Delegated Developed Directed	Evaluated Executed Forecasted Improved Increased Managed Marketed Planned Projected	Organised Oversaw Planned Prioritized Produced Researched Recommended Reviewed Scheduled Strengthened Supervised
Research			
Clarified Collected Diagnosed	Evaluated Examined Extracted	Identified Inspected Interpreted Interviewed Investigated	Organised Reviewed Summarised Surveyed Systematised
Training			
Adapted Advised Clarified Coached Communicated Coordinated	Developed Enabled Encouraged Explained	Facilitated Guided Informed Instructed Persuaded	Set goals Stimulated Taught Trained Wrote
Technical			
Assembled Built Calculated Computed	Designed Devised Engineered	Fabricated Maintained Operated Overhauled	Programmed Remodelled Repaired Solved

Summary

Submitting a well presented cover letter will help you create a great first impression with employers. Your Cover Letter is your first impression tool, your resume is your second. By not submitting a cover letter, you run the risk of being overlooked in the crucial short-listing process.

So remember:

- Always submit a cover letter even when the job advertisement doesn't ask for one
- Make sure it is addressed to the right person with correct company details
- Keep your cover letter to one page only – and ensure each paragraph has a defined purpose
- Address the key requirements of the job with specific examples of your past experience
- Use Active verbs and present tense
- Have someone you trust edit and proof read your cover letter
- Always spell check and use appropriate margins and fonts
- Keep your language positive and up-beat

