

MARKETING LETTERS

Marketing letters and experience summaries can also be used effectively to market your abilities.

THE PURPOSE AND VALUE OF MARKETING LETTERS:

.....,when done right, marketing letters are very concise instruments WHICH introduce you to a company as someone who could possibly be an immediate asset. They are used instead of a cover letter and resume when you have no network connections in the company. They are sent directly to the hiring manager of the organization.

The marketing letters is designed to be read quickly and leave a positive impression. It is SHORT, PUNCHY, and every line has a PURPOSE. Modesty is NOT a part of a marketing letter. The statements are bold and eye-catching - but always factual. Your qualifications should appear intriguing and create interest. If stating accomplishments is difficult for you, as it is for many people, remember that you are just saying what is true. In the words of Dizzy Dean:

"If ya done it, and ya say ya done it, it aint bragging!"

There are three ways you can open a marketing letter:

- 1. If you have a personal reference, use it in the first sentence.*

EXAMPLE:

Professor Lane at the University of Tifton mentioned your name as a force in local food areas and recommended I write to you with some ideas...

2. Show **unique awareness** by **obtaining** research of the company/industry's problems and state how your talents/skills could help solve them.

EXAMPLE:

By integrating robotic technology, my designs increased unit production by 38% allowing my former company to lead the industry for three consecutive years. I have comparable ideas that could fit your special situation and make you even more competitive.

3. Mention your accomplishments and follow with the results you achieved.

EXAMPLE:

In my first four years with the firm I tripled our national accounts from 20 to 63. This led to a 45% profit increase over the same period

BODY

In order to get your letter read, it is crucial that it is short and clearly laid out to grab the reader's attention. The best way to do this is to use bullet statements that highlight the most pertinent accomplishments on your resume.

While at South Trust I:

- * **Designed and managed the bank brokerage**
- * **Opened 10,000 new accounts worth \$2 million in revenue in 2 1 /2 years.**

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CLOSE

The conclusion specifically mentions that you will call on a specific date for an interview. Remember that nothing is out of your control - you name the date and reason for the meeting.

EXAMPLE:

I know my experience will assist the growth of South Trust. I'll call on Thursday morning to set up an appointment.

Some follow-up statistics indicate that the marketing letter can generate up to 20% more response than the standard cover letter/resume combination, so it is worth trying. Developing a marketing letter is also an excellent way to focus your achievements in a concise, attention-getting manner. It isn't all that easy but the results will help you not only get an interview, but prepare you to deliver your marketing points in the interview as well.

If you don't give it a try you will never know what success you might have missed. TRY IT !!!!!!!

MARKETING LETTER - AFTER

Jonathan C. Clark
300 7th Avenue South
New York, N.Y. 10016
(212) 799-3200

Mr. Dave Anderson
Marketing Director
Revlon, Inc.
722 Madison Avenue
New York, N. Y. 10031

Dear Mr. Anderson:

As Assistant Director of Sales and Marketing for a major Fortune 500 company, I doubled regional sales in two years to more than \$55 million.

Your sales and marketing operation may be in need of a person with my experience.

Here are some of my recent accomplishments:

- Increased orders from our single largest customer by \$850,000 annually.
- Introduced a new market penetration plan which saved \$150,000 in sales costs.
- Reduced cost of sales per product line by 14%.

I would like to discuss further details of my experience with you, and will call on Thursday morning to discuss the possibility of setting up a meeting at your convenience.

Sincerely, Jonathan

Note: This marketing letter is brief, tightly written, and quantified. The letter is calculated to whet the reader's appetite for more information at a face-to-face meeting. The last paragraph indicates the specific action which can be expected as a follow-up to the letter.