

# Cover Letter Guide

## Make Your Cover Letters Work for You

Have you heard that cover letters aren't important?  
That employers ignore them to focus on the resume?

**Don't believe a word of it!**

**A GOOD COVER LETTER IS ESSENTIAL!!**

### HOW IMPORTANT IS A COVER LETTER?

A nationwide survey by Accountemps found that 60% of executives believe the cover letter is as important as, or more critical than, the resume.

A cover letter allows you to direct the reader's attention to aspects of your resume that are most relevant, demonstrate your knowledge of the company you're writing to and express your interest and enthusiasm for the position.

### THE BASICS

- Highlight your skills, experience **and accomplishments** without reiterating your resume.
- Identify what the employer is looking for - indicate your understanding of the position and the organization.
- Demonstrate why you are an excellent candidate – don't be afraid to brag a little, your competition will.
- Stimulate interest and convince the recruiter to further read your resume.

### THE MECHANICS

- Keep it to one page and no more than four paragraphs.
- Customize each cover letter - tailor it to the position you are applying for.
- Avoid using "To Whom It May Concern". Try to find a name but if not, use Recruiting Manager, Members of the Selection Committee, etc.
- If you know someone within the organization, name your referral in the opening paragraph.
- EDIT, EDIT, EDIT...check for spelling, punctuation, proper grammar and typos.

### The Framework

The 3 most likely circumstances that will cause you to write to an organization are:

- You are applying for a posted position.
- You want to market yourself and your skills to a desired organization even though they may not currently have a position posted.
- You are asking a networking contact to meet with you so you can gather information on the organization, industry or profession.

**Always Customize Your Cover Letter** - 48% of hiring managers say they automatically dismiss a resume or cover letter that is not customized. Managers can smell a mass mailing a mile away, especially when the resume includes irrelevant past jobs and the cover letter begins with "Dear Human Resources Department." Sending a generic resume and cover letter to 200 companies screams, "I'm lazy!"



# OPENING STATEMENTS FOR DIFFERENT OCCASIONS

## **APPLYING TO A JOB ON THE INTERNET**

While researching your organization on the internet I came across your posting for a Management Trainee in your Calgary office. I am very interested in applying for this position and have attached a copy of my resume and transcript. Upon graduation from the University of Manitoba I intend to relocate to the Calgary area.

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## **AFTER A MOCK INTERVIEW**

We originally met at a mock interview last fall at the Asper School of Business where you indicated that you would be looking for a summer student for a role in the Marketing Department. After researching your organization and speaking with you, I am very interested in applying for this summer opportunity and have enclosed a copy of my resume for review.

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## **AFTER A CAREER FAIR**

Thank you for taking the time to meet with me at the Career Fair at the University of Manitoba yesterday. I appreciate your time and attention in the midst of seeing so many students. You were extremely thorough in explaining Standard Aero's customer needs and marketing trainee program. Now that I have a better idea of what the position entails, I am even more confident that I can contribute positively to your team at Standard Aero.

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## **AFTER THE BUSINESS BANQUET**

Recently, I had the opportunity to meet Hugh Jones from General Mills at the Commerce Business Banquet. Although we were only able to speak briefly, I learned quite a bit about your organization and the types of opportunities you offer graduates. After hearing specifically about the Management Development program and speaking to Jane Austin, a recent graduate, I believe that your organization is clearly a company where I would like to pursue a challenging and rewarding career.

I will be graduating with a Bachelor of Commerce (Honours) Degree in April with a double major in Marketing and International Business.

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## **REFERRAL**

Dr. Robert Green of the University of Manitoba suggested that I contact you to inquire about possible opportunities as an articling CA student within your firm. I will be graduating with a Bachelor of Commerce Degree majoring in Accounting.

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## **ADDITIONAL OPENING STATEMENTS**

I am very interested in applying for the position of Management Trainee that was advertised at the Asper School of Business Career Development Centre. I believe that this is an exciting and challenging opportunity that would be an excellent match to my educational background, skills and abilities, and that I would make an excellent addition to the Great West Life team.

I was excited to see the posting for an accounting trainee advertised at the Career Development Centre. I am currently completing a Bachelor of Commerce (Honours) degree majoring in accounting at the University of Manitoba. I am well aware of your organization's well respected reputation and your new expansion initiatives. My past work experience, education and knowledge of your organization would allow me to make a valuable contribution to Cargill.

I was recently reading an article on your organization in Manitoba Business Magazine and was impressed by your enormous growth and success in Canada's hotel and hospitality industry. The entrepreneurial drive of your organization in an industry that is continually changing, coupled with unlimited growth potential, is exactly the type of company that I would be thrilled to be a part of.

I will be completing a Bachelor of Commerce (Honours) degree in April 20\_\_ with a focus on marketing and international business from the University of Manitoba. Throughout my education, I have had the opportunity to gain valuable work experience in the field of marketing and in the retail cosmetics industry. My previous employers can attest that I am a fast learner, very motivated and extremely capable of taking on many tasks, with a focus on achieving results.

As you will see on my resume I have gained practical experience through my summer employment in the financial services industry and through stock trading simulations with the annual Commerce Stock Market Challenge where I placed 3rd overall.

I enjoyed speaking with you at the recent Commerce Business Banquet and was very interested in the potential summer internship opportunities in marketing that you mentioned. My marketing background and my strong interest in the telecommunications industry will enable me to make a genuine contribution to MTS.

I am a student at the Asper School of Business currently pursuing a Bachelor of Commerce (Honours) degree in Marketing. I am interested in a summer position in the area of marketing or store promotions.

As a highly qualified, bilingual individual with solid work experience, I am applying for a marketing internship position with L'Oreal International. My strong communication, analytical and interpersonal skills, combined with my education in marketing and international business, will enable me to contribute to L'Oreal's continued growth and global success.

I believe that I could make an excellent contribution to Kodak Corporation. I will be in the Toronto area August 14th – 28th and would welcome the opportunity to meet with you to further discuss this position and the contribution that I could make.

As a sales associate in a retail store, I successfully identify and exceed client expectations every day. To be successful, I demonstrate patience and diplomatic problem solving. Because the same kind of patience, client focus and creative problem solving are required of human resources managers, I am confident I will be an effective addition to your human resources management team.

The office assistant job I have held the past two summers throughout university demanded a high degree of organization and attention to detail. My former employer can affirm that I am fully capable of applying these important skills at your accounting firm. My experience also taught me the importance of team work and building synergies amongst diverse individuals, and I look forward to becoming a valuable member of your team.

My experience as a bank teller for the past two years provided me with the opportunity to learn as much as possible about personal finance and the financial services industry, while simultaneously honing the "people skills" that are crucial to succeed as a manager in training.

Through my involvement organizing the annual Commerce Business Banquet, I certainly understand the importance of modelling good time management and organizational skills. I've acquired these skills, along with exemplary leadership, communications and problem solving abilities that I now would like to contribute to our mutual success in your management trainee program.

My work experience as a telephone customer service representative required me to communicate with a diverse group of people, some of whom represented difficult challenges. This experience allowed me to refine my communication skills to the point where I was nearly always able to smooth ruffled feathers, solve problems, and provide satisfaction to customers. These are exactly the skills that are vital to an effective product representative, and I am eager to apply my talents at your company.

I believe my extensive management and sales experience make me an excellent candidate for this sales position. As an assistant manager of a retail clothing store for the past year and a half, I successfully motivated sales staff, controlled cash flow, and developed merchandising plans. I independently coordinated an advertising campaign which contributed to a sales increase of 20% in my first year. I demonstrated outstanding sales and client service skills with a proven ability to establish excellent rapport with customers.

I'm writing in response to the job advertisement that is posted with the Career Development Centre at the Asper School of Business where you outlined opportunities in your product development divisions. Thanks to recent articles in the Globe and Mail and the National Post, I am well aware of the reputation you've earned as a consumer products company here in Canada. The prospect of joining a dynamic company, with a solid reputation for customer responsiveness, makes me particularly interested in pursuing this exciting opportunity. I believe that I would bring a strong foundation in marketing, along with energy and enthusiasm plus a strong work ethic, to your team.

### **MIDDLE PARAGRAPH STATEMENTS**

I have developed strong organizational and time management capabilities through my work with various charities and student executive roles within the Commerce Students Association. My leadership roles have provided the opportunity to work creatively with others to meet goals, while learning to motivate teams, establish priorities and conduct strategic planning and training sessions.

In my position at Adecco, I supervised project workers which improved my leadership and management capabilities and demonstrated strong problem solving skills. I have gained marketing experience involving the design and development of promotion strategies for several large social functions hosted by our student marketing association. And I have developed strong communication skills through my previous employment as well as extensive participation in group presentations in many of my classes.

Working at the Parks and Services Branch of the City of Winnipeg as a marketing and promotions assistant provided me with the opportunity to research, develop and implement a marketing strategy to increase awareness of local community programs and activities throughout the city. This experience taught me the value of working within a team while at the same time taking on a leadership role in specific areas where I was given the responsibility for managing certain components of the marketing campaign. During this 6 month term position, there was an increase in course registrations by 10% over the previous year which was attributed to the successful marketing campaign.

I am a determined hard worker who has the capability to work individually or within a team setting. I am a quick learner who enjoys taking on new challenges and learning new skills.

My part time position as a computer lab assistant at the University of Manitoba involved developing solid knowledge of the software and hardware technology within the labs, the ability to teach that technology to fellow students, and the skills to assist those who have difficulties.

## CLOSING STATEMENTS

I am confident that my experience and enthusiasm for quality financial accounting would make a profitable addition to your organization. Should you require any additional information, I can be contacted at 252-9856. Thank you for your time and consideration.

I would welcome an interview to discuss my qualifications as outlined in the enclosed resume. Knowing the distance between us, I would welcome a preliminary phone conversation as an opportunity to introduce myself. My phone number is (204) 458-9856. Please leave a message on my machine as to a convenient time for us to talk, and I will return your call. I appreciate your time and interest, and look forward to speaking with you.

I am excited about the prospect of joining \_\_\_\_\_. I will follow up with you during the week of February 15 – 20 to answer any questions you may have about my qualifications. I am looking forward to meeting with you to discuss how I can contribute to your successful team. Thank you in advance for your kind consideration.

I look forward to contributing to a dynamic, growing organization like \_\_\_\_\_. I will call within the next week to answer any questions you may have and discuss the position in more detail. Thank you for your time.

## RESPONSE TO A POSTED ADVERTISEMENT

- Highlight all soft and hard skills required by the company - tailor your letter to the specific job requirements outlined in the ad.
- Only address salary preference if requested, phrasing it in a \$5000 salary range so you don't limit your opportunities. Make sure to research average salaries for this position – see the CDC for more info.

## Elements to include when applying for a specific job

Dear Mr. Jacobs,

Congratulations on being featured in this month's Report on Manitoba Business. The phenomenal growth and entrepreneurial spirit of Communication Canada Inc make the recently posted position of Public Relations Trainee (reference number FR391) an extremely exciting one. I am thrilled to be able to apply for this outstanding opportunity.

I will be graduating this spring from the University of Manitoba with a Bachelor of Commerce (Honours) Degree. My experience as captain of the school's intercollegiate hockey team has taught me outstanding communication and interpersonal skills. It has also given me an opportunity to deal extensively with the media. Throughout my years at school, in addition to my involvement in sports, I have held a part time position at a retail store. As proof of my discipline and organizational abilities, I have been able to work thirty hours each week and still maintain good grades.

I am interested in beginning my career in the communications industry, in the field of public relations and I feel my experience, energy and enthusiasm would enable me to make an excellent contribution at Communication Canada Inc.

I look forward to the opportunity to speak with you further. Thank you for your consideration.

### First paragraph

- refer to specific position and how you learned about it
- if there is a job number, use it

### Second paragraph

- tie your qualifications to the position being filled
- indicate why you're right for the job
- show some knowledge of the organization/job and how you can contribute

### Third paragraph

- request an interview
- thank recruiter for the time and consideration of the application

**\*NOTE** - You can add an extra paragraph to highlight your achievements if you haven't done so in the 2nd paragraph.

# COVER LETTER SAMPLES FOR POSTED ADVERTISEMENTS ...

## Morris Green

248 School Road ♦Winnipeg MB ♦ R3Y 8T6  
(204) 568-9856 ♦ [mgreen@cc.umanitoba.ca](mailto:mgreen@cc.umanitoba.ca)

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September 30, 20\_\_

Ms. Jennifer Brown  
Human Resources - Maple Leaf Foods International  
c/o Career Development Centre

Re: Management Trainee Position #3456

Dear Ms. Brown:

***“Thousands of high performing people, thriving in a high performance culture.”***

Maple Leaf Foods is a company I have grown up with, and one that I thought I understood. However, after researching what it means to be a member of Maple Leaf’s Management Trainee team, I am extraordinarily impressed with the organization’s focus on high performance and employee success. I am eager to begin my career with a company that aspires to these ideals and would be proud to contribute to Maple Leaf’s on-going success and global growth as a leader in the food industry.

I will be graduating in April 20\_\_ with a Bachelor of Commerce (Honours) Degree majoring in Marketing and Management Information Systems. In addition to my academic credentials I offer:

- A reputation as both a leader and team player who can mobilize others and instill enthusiasm to achieve common goals.
- Over 3 years experience in the automotive, aerospace and financial service sectors, which are highly competitive and customer service focused.
- Excellent foundation in marketing, sales and customer service gained from participating in projects related to increasing market share and improving sales.
- A highly self-motivated approach with a strong commitment to meeting and exceeding expectations and standards of performance.
- Strong relationship building skills, combined with an understanding of the importance of meeting the needs of both external and internal customers.

Ms. Brown, I am energetic, enthusiastic, and thrive on challenging situations. I know that I could make an excellent contribution to Maple Leaf Foods International, and that I would quickly become a valuable member of the team. In return, I recognize I would be given significant opportunities to learn and reach my full potential in a changing, dynamic environment. I look forward to discussing your program with you, and thank you for your consideration.

Sincerely,

Morris Green

# Jane Patterson

801 – 123 Scott Drive Winnipeg MB R3N 1E0  
(204) 458-9856  
Jane.Patterson@yahoo.ca

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May 28, 20\_\_

Ms. Diane Johannson  
Director of Marketing  
International Division -Abacus Company

Dear Ms. Johannson,

As a recent Bachelor of Commerce graduate, with majors in marketing and international business, the opportunity to work within the marketing department of a global organization is very exciting. My university grades show an understanding of the theory and fundamentals of management and my marketing grades show a keen interest and aptitude for this specific type of career.

I have experience with both marketing and management. I obtained marketing experience while working at the Human Resource Centre for Students. In this position I was responsible for promoting the Centre within the community through advertising, event planning and personal contact with employers. I was very involved in marketing through a well-established student group in the Faculty of Management. As Associate Director of the Manitoba International Marketing Competition, I organized and planned a university level competition involving teams of students from all regions of the world. I negotiated an agreement with a hotel, planned all social events and delegated tasks to a committee of 8 key members. This marketing competition – the only student run international event of its kind in North America - is a high profile event funded in part by the Manitoba business community, and consisting of over 100 participants.

I am also experienced in various other aspects of management including Hr management and client relationship building. I was a manager at a McDonald's Restaurant for five years, and was responsible for the effective operation of the restaurant, and the control of staff and production. My management experience also extends to counseling and mediation. As Resident Assistant at the University of Manitoba, I planned activities for 12 residents, recognized potential problems, and provided guidance and support.

Ms. Johannson, I welcome the opportunity to speak to you further about my keen interest in a marketing role with your company. I believe I will be able to enrich your team at Abacus. I relish a role that will provide me with the opportunity to grow, while learning from your dynamic and experienced marketing team. I sincerely look forward to discussing this opportunity with you in person.

With respect,

Jane Patterson  
Enclosure

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# CAREER DEVELOPMENT CENTRE

ASPER SCHOOL OF BUSINESS 204-474-6596

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**Company:** Investors Group Inc.

**Position:** Financial Analyst

**Contact:**

**Type:** Summer

**Location:** Winnipeg, MB

**Posted:** Tuesday, November 10, 20\_\_

**Application Deadline Date:** Friday, November 20, 20\_\_

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**Description:** The Finance Division is responsible for preparing, analyzing and communicating financial and operational information. This position is responsible for providing financial analysis, budgeting and consulting that supports all business divisions and strategic initiatives.

Duties Include:

- Providing support to management and/or analysts in preparation of budgets, financial reports and expense review.
- Working closely with Marketing and Sales to study current or proposed product profitability and analysis of fixed and variable costs.
- Analyzing costs and benefits of initiatives for all business divisions.
- Applying financial techniques and PC software to perform financial analysis on projects.
- Support the design and building of presentations, including charts, schedules and flow diagrams using Excel, Word, Visio, PowerPoint and Harvard Graphics.

Qualifications:

- 2<sup>nd</sup> or 3<sup>rd</sup> year Commerce student with an emphasis in finance.
- Knowledge of accounting, statistics and corporate finance.
- Hands-on experience with Excel; working knowledge of Harvard Graphics, PowerPoint and databases.
- Ability to communicate effectively both verbally and in writing.
- Strong analytical abilities and interpersonal skills.

**Education Rec'd:** Bachelor of Commerce (Honours) students are encouraged to apply.

**Materials Req'd:** Interested students should submit a cover letter and resume by the above mentioned deadline date directly to:

Investors Group  
Human Resources Department  
One Canada Place  
447 Portage Avenue  
Winnipeg, MB R3C 3B6

November 12, 20\_\_

Investors Group  
Human Resources Department  
One Canada Centre  
447 Portage Avenue  
Winnipeg, Manitoba R3C 3B6

**Re: Financial Analyst (Summer) Position**

Enclosed is my resume in response to your need for a Financial Analyst which I saw, posted at the University of Manitoba's Asper School of Business. I expect to graduate in May 20\_\_ with a Bachelor of Commerce (Honours) Degree majoring in Finance and Accounting, and I was very excited to learn about this opportunity to apply my academic training in a practical setting.

In addition to my academic qualifications, I offer:

- Experience working with Access databases, development and analysis of quantitative data using Excel as well as a high comfort level with Microsoft PowerPoint and AS 400 customer management systems
- Excellent communication, client management and interpersonal skills gained from successful part-time experience as a Broker's Assistant
- Well-developed analytical skills with a natural ability to pay attention to detail and to effectively synthesize information

I am known as a team player that puts in whatever effort is necessary to accomplish goals. In addition, I have received several academic awards, which is a further testament to my work ethic and my determination. My experience working as a Broker's Assistant for ABC Company gave me the opportunity to interact with members of the Sales and Marketing team and to appreciate the importance of providing timely, accurate information to support their work.

I would like to meet with you to expand on my qualifications and to discuss how I can contribute to Investors Group this summer. Thank you for your consideration.

Sincerely,

Grant Wray

# CAREER DEVELOPMENT CENTRE

ASPER SCHOOL OF BUSINESS 204-474-6596

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**Company:** UGG  
**Position:** Management Development Program  
**Contact:** Ms. Jane Doe  
Staffing Officer  
**Posted:** Monday, September 28, 20\_\_  
**Application Deadline Date:** Applications will be accepted on an ongoing basis until November 30, 20\_\_

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**Description:** If this describes you...  
You have recently obtained (or will graduate in 20\_\_ with) an Agriculture or Business degree/diploma  
You are seeking a career in the agriculture industry  
You want to gain hands-on experience to achieve your career goals  
You have a "customer oriented approach"  
You are willing to relocate  
.....then our Program may interest you.

#### The Company

UGG is one of Western Canada's largest agri-business firms. Founded in 1906, UGG has diversified into grain merchandising services, crop input marketing and distribution, livestock production services and farm business communications. UGG manages the flow of grains and oilseeds from farm gates to end users through a network of 152 rural elevators and four port terminals.

#### The Program

Through the Management Development Program, UGG will select a group of students to train as key employees to contribute to our future success. This opportunity will be available only to those students who show potential and initiative. The successful students will want to learn about, and will be willing to work in, various areas of our Company. The selected students will have recently obtained (or will graduate in 20\_\_ with) an Agriculture or Business degree/diploma from a recognized educational institution.

**Education Rec'd:** Bachelor of Commerce (Honours) students in their final year of study and alumni are encouraged to apply.

**Materials Req'd:** Interested candidates should submit a resume, cover letter and transcript directly to:  
Ms. Jane Doe  
UGG Staffing  
Box 6600, 28<sup>th</sup> Floor, TD Centre  
201 Portage Avenue, Winnipeg, MB R3C 3A7

# Kim Laroux

206-620 Westbourne Avenue  
Winnipeg Manitoba R3L 2G9  
E-mail: kim\_laroux@hotmail.com  
Mobile: (204) 555-5208 Work: (204) 555-6598

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September 29, 20\_\_

Ms. Jane Doe - UGG Staffing  
Box 6000, 28<sup>th</sup> Floor TD Centre  
201 Portage Avenue  
Winnipeg, MB R3C 3A7

Dear Ms. Doe:

Congratulations on your company's 100<sup>th</sup> birthday! In a competitive marketplace, celebrating a century in business speaks to the strategic initiatives and client service focus that have been the hallmark of UGG. The opportunity to join your team through the Management Development Program is of great interest to me. I will have completed my degree by April 20\_\_ and I have a strong interest in the agricultural sector, having been raised on a farm in rural Manitoba.

For your easy reference, I have highlighted my particular qualifications as they relate to the requirements you have listed:

- | <u><b>Your requirements</b></u>  | <u><b>My qualifications</b></u>  |
|--|--|
| <ul style="list-style-type: none"><li>• Customer oriented approach</li></ul>                   | <ul style="list-style-type: none"><li>• Over 3 years experience in the hospitality industry with formal training in customer service; appreciate the importance of meeting and exceeding customer expectations</li></ul> |
| <ul style="list-style-type: none"><li>• Must show potential</li></ul>                          | <ul style="list-style-type: none"><li>• High academic achievements combined with two promotions with my present employer in an 12 month period</li></ul>   |
| <ul style="list-style-type: none"><li>• Must show initiative</li></ul>                         | <ul style="list-style-type: none"><li>• Demonstrated ability to identify and implement ways to improve work processes and reduce errors</li></ul>  |
| <ul style="list-style-type: none"><li>• Willing to learn and work in different areas</li></ul> | <ul style="list-style-type: none"><li>• Recognized for being flexible and adaptable; assume additional responsibilities to assist other departments during peak periods</li></ul>  |

I have been able to develop my teamwork and leadership skills through my involvement in extracurricular activities. For example, as a member of the intra-mural volleyball team and through involvement in group-based academic projects, I have learned the value of working together to achieve group and team goals. I have served as the president of a local youth group, which coordinated activities for inner-city children. This experience gave me the opportunity to provide leadership to a group of peers as well as to others who view me as a role model and mentor.

Ms. Doe, I am confident that I can make an excellent contribution to the Management Development Program and UGG's continuing success. Thank you for your consideration.

Sincerely,

Kim Laroux

# Julie Grant

212 Bartlet Road Winnipeg, Manitoba R4K 9Z8 (204) 248-2384 jgrant@home.com

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January 26, 20\_\_

ABC Transport Company  
c/o The Career Development Centre  
Room 254 Drake Centre

**Re: Manager in Training (M.I.S. major)**

Dear Members of the Selection Committee:

I attended the ABC Transport Company's Information Session at the Asper School of Business and was impressed with the continued success and growth of your organization. Winnipeg is uniquely positioned at the heart of the continent to be a leader in the logistics field, and ABC Transport's commitment to expanding its market share make the position of Manager in Training of immediate interest to me.

I will be completing my Bachelor of Commerce (Honours) degree with a major in Management Information Systems in the spring and the opportunity to be a productive member of your Management team is of great interest to me. My management courses have involved class participation, group work, and presentations. In particular, my coursework in supply chain management and logistics, as well as MIS, has exposed me to the current best practices used by leading transportation companies today.

My leadership role in the University of Manitoba Supply Chain Organization (UMSCO) plus over 4 years of customer service experience has given me the interpersonal, verbal and written communication skills necessary to function successfully in a competitive business environment. I possess sound analytical skills with the demonstrated ability to problem solve to achieve positive outcomes. As proof of my strong organizational skills and ability to meet goals, I have been able to juggle school with a part time job and an on-going volunteer position while maintaining an above average grade point average.

I believe my education and work experience, coupled with my enthusiasm and eagerness to learn, make me an excellent candidate for the Manager in Training position. I look forward to meeting you in person to discuss ABC Transport Company's strategic vision and how I can be of value to your team. Thank you for your consideration.

Regards,

Julie Grant  
Enclosure

**TOM BLACK**  
128 Westwood Blvd.  
Winnipeg, MB R3L 9H7  
(204) 487-9852

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September 4, 20\_\_

Mr. Blake Grant  
PricewaterhouseCoopers  
375 Broadway Ave  
Winnipeg MB R3T 7Y4

Dear Mr. Grant:

Congratulations on once again being named to Canada's top 100 employers for 20\_\_! PwC's ongoing commitment to employee development, social and community initiatives and sustainability make me extraordinarily keen to begin my career as a Chartered Accounting student with your firm.

I will be graduating from the University of Manitoba with a Bachelor of Commerce (Honours) degree majoring in Accounting and Finance in May 20\_\_. As a co-op student at the Asper School of Business, I have had the opportunity to gain experience in the accounting field over the last two years, working as an Accounting Analyst and a Payroll Coordinator. I have prepared numerous invoices, assisted with administering payroll, processed A/R and A/P invoices and payments, and reconciled various accounts while being exposed to the new IFRS.

I am a determined hard worker; able to work well both individually, as well as in team settings, with little supervision or guidance. Recognized for being enthusiastic and taking on new challenges, I enjoy learning new skills and meeting new people. I have strong interpersonal and communication skills, developed through my active involvement with the Commerce Students Association. I demonstrate strong organizational and time management skills, used to balance two part time jobs while attending university full time.

My accounting and finance courses, coupled with my bookkeeping and customer service experience, have reinforced my decision to pursue a career in accounting. I would welcome the opportunity to work with, and learn from, your remarkably accomplished team of professionals. I am confident that I have the focus, drive and motivation to become a successful Chartered Accountant and I would be thrilled to be a part of the PwC team. Thank you for your time and consideration and I hope to hear from you soon.

Sincerely,

Tom Black

**AMIN SINGH**

(204) 333-6677

Amin.singh44@hotmail.com

Sept 12, 20\_\_

Shell Canada Ltd.  
Talent Recruitment  
Calgary Alberta T4R 5H6

Dear Selection Committee:

I recently attended the Shell Canada Information Session held at the Asper School of Business and was impressed with Shell Canada's continued achievements, commitment to sustainable development, and community involvement. After speaking to the company representatives, who are also recent graduates, about the corporate culture, employee development and support, I am excited to be applying for the Management trainee position.

I will be completing my Bachelor of Commerce (Honours) Degree with a major in Accounting and Finance in December 20\_\_. I am interested in pursuing a career in accounting and a further professional designation as a CMA. I would like to incorporate strategic decision making, sound accounting principles and team leadership throughout my professional career to ensure organizational success in the global marketplace. My education in accounting as well as my related skills and career aspirations match the qualifications required to contribute to the on-going success of Shell Canada Ltd.

Over the past two years, I have gained leadership, communication and team work skills at the University of Manitoba, while maintaining a good academic standing in my program. I have also been extremely active in my community. Through involvement in student council and student organizations, I have had the opportunity to serve students, while developing my interpersonal and time management skills. I have honed my professional competencies through exposure and responsibility for budgeting, problem solving and decision making. I am committed to achieving goals and can adapt easily to new situations. I am accountable, organized and face situations with enthusiasm and a "can do" approach.

I look forward to further discussing my qualifications with you and how I can make a contribution to Shell Canada Ltd. I appreciate you taking the time to consider my application and I would consider it an honour to launch my career with your respected organization.

Respectfully,

Amin Singh

# Colin Thomas

1652 Beacon Street~ Winnipeg ~ Manitoba ~ R2M 8K3

(204) 555-2387 ~ Cell: (204) 555-1859

colin\_Thomas@yahoo.ca

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September 28, 20\_\_

Human Resources Representative  
Co-operators Life Insurance Company

Dear HR Manager:

I am responding to a recent posting for the position of Actuarial Assistant at Co-operators Life Insurance. This position immediately caught my attention because my education and experience are specifically relevant to your needs. I have been seeking an opportunity such as this to gain the experience necessary for my prospective career, and I am confident that this position is an excellent fit with my qualifications.

Throughout my studies at the University of Manitoba, I have chosen the most relevant and applicable courses to form a strong foundation for a career in the actuarial field. With hard work and dedication, I have received high academic standing in both actuarial and business-related courses. My active participation in these subjects has enhanced my mathematical and analytical abilities and has contributed to my success in passing Exams P and FM of the Society of Actuaries exams.

My position as an Actuarial Assistant this past summer has provided me with the work experience and competencies that would enable me to bring value to the Actuarial program at Co-operators. My involvement in a Long-Term Disability Credibility Study and work on non-standard benefit quotes has enhanced my ability to apply key actuarial concepts and principles to practical applications in the Insurance industry. In addition, my strong communication and interpersonal skills, honed while working with a variety of people from diverse backgrounds and skill sets, has allowed me to broaden my personal capabilities.

I am recognized as a professional, dedicated, and conscientious worker; an individual who can be trusted to consistently deliver and exceed expectations. Most importantly, I have the motivation and initiative required to complete tasks set before me. I am confident that my academic preparation, my ability to work well in a team environment, and my prior actuarial experience will allow me to contribute to your team.

I welcome the opportunity to meet with you to discuss your objectives. I would be proud to start my career with Co-operators Life Insurance, a highly respected company.

With enthusiasm,

Colin Thomas

# Marketing Letter

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## WHAT IS A MARKETING LETTER?

- This type of letter is most commonly used to probe for a possible position in your dream company when there is no specific position advertised.
- Sending out a “Marketing” cover letter enables you to contact potential employers to let them know you are available. May be used even when you don’t have a referral or when you have had no previous correspondence.

## HOW DO I START?

- Research your top employer picks and gather basic company information for each.
- Be sure to incorporate company research with a discussion of your competitive qualifications.
- Remember: You are not applying for a specific position but probing to see if there are any suitable opportunities.
- State your skills and accomplishments and let the employer decide how you may best suit their needs.

## Elements to include when not applying for a specific job

Dear Ms. Peck,

After speaking with Nancy Jones of Green and Associates at the Commerce Summer Job Fair, she suggested I contact you regarding the possible position of Marketing Assistant.

I will be graduating from the University of Manitoba in the spring when I will receive a Bachelor of Commerce in Marketing. I am proud to tell you that I have been on the Dean’s List every semester, since I started University.

As you will see in my résumé I have excellent experience in Marketing. In the summer of 20\_\_, I was a summer student at Robbins & Richard where I worked directly with clients and became familiar with the daily operations of a large marketing firm. In the summer of 20\_\_ and 20\_\_, I was an assistant to the Marketing Manager – Stores division, for The North West Company. Since late 20\_\_, I have worked, part time, as an assistant manager for a jewelry store where I am responsible for merchandising, implementing marketing and sales promotions, and client service. These positions have given me the opportunity to substantially develop my interpersonal skills, which will prove invaluable at Fortune Hi-Tech Marketing.

I am eager to talk with you about the contribution I could make to your company. I will call you the week of April 25<sup>th</sup> to answer any questions you may have. Thank you for your time spent reading this letter and the enclosed resume. I look forward to meeting with you soon.

Sincerely

Dora Smith

### First paragraph

- Mention reason for writing, whom your contact person/referral is

### Second paragraph

- Indicate the kind of position you are looking for
- Highlight your qualifications

### Third paragraph

- if you are requesting an interview to gather information, or to establish a connection, explain this and indicate you would like 10 -15 minutes of their time

### Fourth paragraph

- Indicate how/when you will follow up to set up a meeting
- Thank them for their time and consideration

## QINGSU LI

416-555-5219 (h)

li\_qingsu@yahoo.ca

416-555-6502 (c)

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January 16, 20\_\_

Attn: Jane Sector, Human Resources  
Wright, Auger and Harrow  
1256 Market Avenue  
Toronto, Ontario M4L 2P3

Dear Ms. Sector:

Are you looking for a competent, outgoing and well-organized Audit Trainee?

I will be graduating from the University of Manitoba this spring with a Bachelor of Commerce (Honours) degree majoring in Accounting and would like to pursue the CMA professional accounting designation.

As you will see in my resume, I have excellent experience in all phases of the accounting profession. In the summer of 20\_\_, I was a summer student at the Canada Revenue Agency - Taxation Department, where I worked directly with clients on audits, using a software program called ACCPAC. Over the summer, I became familiar with daily accounting and audit operations, and knowledgeable of Canadian tax laws.

In the summer of 20\_\_ and 20\_\_, I was an accounting clerk for an investment company. Since late 20\_\_, I have worked, on a part time basis, as an assistant manager in a retail store where I am responsible for preparing daily floats, balancing cash transactions and preparing bank deposits. This experience has given me the opportunity to substantially develop my client service, analytical and technical skills, which will be invaluable as I continue in my career.

I would welcome an opportunity to meet with you for a short time. I assure you it will not take more than 15 minutes and I do recognize that your organization may not have any immediate openings. Of more importance to me, is gaining insight from an experienced professional on industry trends and listening to any advice you can share for a new graduate embarking on a career in the accounting industry. Thank you for your time spent reading this letter and the enclosed resume. I will call you early next week to see if a meeting is possible at your convenience.

Sincerely,

Qingsu Li

## ANDREW ENNS

80 Lyndon Street Winnipeg MB R3J 0G7 (204) 555-8111 anenns@mts.com

December 15, 20\_\_

Human Resources Department  
Investors Group  
One Canada Centre  
Winnipeg, Manitoba R3C 3B6

### **RE: FINANCIAL ASSOCIATE**

I am a new graduate with a Bachelor of Commerce (Honours) degree majoring in Finance and Accounting ready to offer your firm dedication, technical proficiency and an eagerness to learn while aspiring to performance-based advancement.

My interest is in portfolio investment, finance and asset management. In keeping with this, I have maintained a part-time job within the finance industry during my four years of university. I have developed a sound understanding of finance models and products and more importantly, a keen understanding of the importance of client relationship building. As evidence of my strong work ethic, entrepreneurial spirit and focus on goal achievement, I have successfully started and currently manage a small service oriented business.

I function equally well working independently or as a productive member of a team, and feel confident that given the opportunity I can make a positive difference as a member of your firm. The enclosed resume summarizes my experience.

I am eager to meet for an interview during which time I can fully express my capacity and desire to contribute to Investors Group. I will call your office the week of December 15<sup>th</sup> to schedule a discussion at your earliest convenience.

Thank you for your time and consideration. I look forward to speaking with you in the near future.

Sincerely,

Andrew Enns

## **STEPHEN FORD**

Box 147

Stonewall, MB R0C 6Z0

E-mail: stephenford@hotmail.com

Home: (204) 555-2853

Work: (204) 555-8470

December 19, 20\_\_

Kathy Smith  
Staff Coordinator  
SGI Insurance  
100 Osborne Street  
Saskatoon, SK S3L 0T5

Dear Ms. Smith:

When I read in the business section of today's Winnipeg Free Press about your company's strategic plan for expansion and increased global market share, I couldn't wait to contact you. My fluency in three languages, study-abroad experience, and solid education in international business can only benefit you in this expansion.

I am presently a student at the Asper School of Business expecting to graduate in May 20\_\_ with my Bachelor of Commerce (Honours) Degree with majors in International Business and Marketing. I am proficient in both WordPerfect and Microsoft Office Suite, and am familiar with both IBM and Mac operating systems. I am presently working part-time as a Customer Service Representative at Great West Life Assurance in Winnipeg and have sound understanding of the insurance and finance sectors.

Enclosed you will find a copy of my resume, letters of recommendation from employers and professors. I will contact you next week about the possibility of arranging a meeting at your convenience.

I look forward to speaking with you.

With regards,

Stephen Ford

# KEVIN JEREMY, B.COMM.

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44 Southbridge Cove  
Winnipeg MB R2M 4G8  
(204) 555-3610  
(204) 555-9888  
kjeremy@hotmail.com

December 19, 20\_\_

David Marcotte, V.P. Operations  
Edels-Marcotte  
102 Centrepont Drive  
Nepean, ON K1C 7G8

Dear Mr. Marcotte:

Having been born and raised in the Nepean area, I wish to return to the community to work in Marketing. I have been researching your company and know that you can offer me the type of experience for which my education and work experience will be of mutual benefit.

I recently graduated from the University of Manitoba where I majored in Marketing. Currently, I work for a small computer company in Winnipeg, managing all administrative and marketing duties. As you can see from my resume, I have taken a variety of courses that give me the knowledge to be successful in the competitive and creative field of marketing.

I have a strong drive and motivation to learn new things. My excellent verbal and written skills enable me to effectively communicate information to others. I am skilled at interacting with clients and sales accountants to cooperatively develop innovative solutions to increase sales and promote awareness of programs. I manage a variety of operations responsibilities on a day-to-day basis and through them have strengthened my organizational skills and my ability to prioritize work.

My degree in marketing, along with my strong client focus make me a strong candidate for a position with your company and a face-to-face interview would allow me to demonstrate my character in a more personal way.

I look forward to hearing from you at your convenience. I can be reached at (204) 555-3610.

Sincerely,

Kevin Jeremy

# NETWORKING LETTER

- Networking letters refer to a third-party to help garner the reader’s attention and compel him/her to assist you in your job search.
- Word your correspondence in a businesslike manner.
- Do not use your addressee’s first name, or rely on an overly casual writing style.
- If you have been in contact with this person recently, it could be very useful to remind him or her: “It was great seeing you at the CA Wine and Cheese last week” or “It has been several months since our families have gotten together.”
- Many networking letters are written to an addressee whom the candidate has not met, but who has been referred to them by a mutual acquaintance. If this is the case, immediately state the name of the person who referred you, such as “Jean Rawlins suggested I contact you.”
- If your letter is politely persuasive, people will be interested in talking with you.

## Elements to include when networking

Dear Ms. Cummings,

It was a pleasure speaking with you at the Asper School of Business Summer Job Fair. Our conversation was informative and I was thrilled when you asked me to send you a copy of my resume.

As you may recall, I will be graduating from the University of Manitoba in May 20\_\_ with a major in Marketing and Small Business. From our conversation, I believe there are some outstanding opportunities within your company that will allow me to apply my skills and experience in a mutually beneficial way within your marketing department.

Although I am an upcoming graduate, I have held several summer positions as a Marketing Assistant within the telecommunications and advertising sectors. As a result, I have knowledge and demonstrated experience with strategic planning, implementation of marketing initiatives, and product management.

I would appreciate the chance to meet with you so to discuss any positions within your company for which you believe I may have the ability to contribute value. I forward to speaking with you at your earliest convenience.

Thank you for your time.

Sincerely,

John Jones

**First paragraph**  
- Mention where you contacted the person to trigger their memory of you

**Second paragraph**  
- Indicate the kind of position you are looking for

**Third paragraph**  
- Highlight your qualifications

**Fourth paragraph**  
- Indicate how/when you will follow up to set up a meeting  
- Thank them for their time and consideration

## PIERRE FOURNIER

26 Haley Road Morden MB R9H 9P3 (204) 555-9046 pfournier@hotmail.com

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May 17, 20\_\_

Mr. Andre Champagne  
Director, Human Resources  
Farallon, Inc.  
787 E. Fournier Drive  
Montreal, QC H6T 7Y2

Dear Mr. Champagne:

We met at the AIESEC Career Fair at the University of Manitoba in October last year and at the time you mentioned that your company would be recruiting Business IT Analysts this fall, to begin working in September 20\_\_. I am writing to request an interview for one of these positions.

I was impressed by how receptive and informative the team from Farallon, Inc. was at the Career Fair. Your plan to create a department dealing solely with HR implementation strategies and SAP is of particular interest to me, given my background.

I will be graduating from the Asper School of Business at the University of Manitoba in June with a Bachelor of Commerce (Honours) Degree in Management Information Systems and Human Resources Management. I received the James McGill Scholarship in 20\_\_ for my excellent grades. My course work has included HRIS, database management and systems analysis. In addition, I have been the assistant to a PhD student who is creating a new business software program for his thesis. I am confident these skills will give me the ideal background required for the position of Business IT Analyst at Farallon Inc.

I will contact you early in June to set up an interview at your earliest convenience. Thank you for your consideration.

Sincerely,

Pierre Fournier

# Karen Jones

160 Kingston Row  
Winnipeg MB R2L 3N7  
(204) 474-8778  
jonesc@hotmail.ca

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January 15, 20\_\_

Tim Horton  
Regional Manager  
McDiarmid Lumber  
1140 Pembina Hwy  
Winnipeg, MB R4L 2J9

Dear Mr. Horton:

I truly enjoyed our conversation last week during the Commerce Wine and Cheese event. I want to congratulate you and your staff again on being listed as one of the top 10 companies to work for in Manitoba. Currently, I am looking for an entry-level marketing position with a dynamic company and I know with my experience, skills and interest in marketing, I would be of immediate benefit to your organization.

As you may recall, I will be graduating from the Asper School of Business at the University of Manitoba in May with a degree in Marketing and Human Resources. For the past three months, I have been interning at Marshall Howard Company. I have learned the marketing and human resources aspects of the business in-depth, gaining praise for my motivation, professionalism, and willingness to take on new tasks. This internship has also allowed me to gain practical experience and has enhanced my communication and teamwork skills.

Enclosed is my resume and a letter of recommendation for your review. Thank you for taking the time to read my resume and cover letter. I will contact you early in February to set up an appointment with you at your earliest convenience.

Sincerely,

Karen Jones

# Sarah Xu

200 Pembina Hwy, Winnipeg, Manitoba R3T 2H8  
Phone: (204)-555-6488 Email: sbutler@hotmail.com

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December 19, 20\_\_

Ryan Alexander  
Communications Director  
Manitoba Hydro  
122 Taylor Ave  
Winnipeg, MB R3R 6H8

Dear Mr. Alexander:

During a recent discussion with Mackenzie Simon, a current Manitoba Hydro employee, I expressed an interest in working at Manitoba Hydro and he suggested that I contact you with reference to opportunities within the organization.

I have just recently graduated from the Asper School of Business with a major in Marketing and two years of progressively responsible experience working in diverse areas of operations and marketing support with McEllis Industries Inc.

I would like to demonstrate my potential to succeed with Manitoba Hydro, working as an individual contributor or as a team member, to the achievement of mutual goals and objectives. For this reason, I welcome the opportunity to meet with you in order to further discuss your current or anticipated needs in terms of my qualifications and career objectives. I'd be very open to any advice or information you could provide.

I will contact your office on December 20 to schedule a convenient interview time. Thank you for your time in advance.

Sincerely,

Sarah Xu

# *David Hildebrandt, B.Comm*

579 Arnold Avenue  
Winnipeg Manitoba  
R3L 0W5

(204) 555-9837  
davidhild@hotmail.com

December 19, 20\_\_

Michael Whyte  
Chief Loan Officer  
Toronto Dominion Bank  
1140 Main Street Winnipeg, MB R2B 8Y5

Dear Mr. Whyte:

Pursuant to your recent conversation with my father, I am forwarding the attached resume for your consideration. It is my desire to participate in a leading commercial credit-training program as a first step in my commercial banking career. I understand that your loan officer development program is regarded as one of the finest in the industry.

Please note that in addition to receiving my Bachelor of Commerce (Honours) degree in Finance and Management, I have a Bachelor of Arts degree in Economics and two years experience in the banking industry. I am a self-motivated individual who can work well with people, grasp and expand on ideas, tackle and follow through on difficult projects and achieve or exceed objectives.

I would like to apply my combined education and banking experience to your company. My interest is in working in a bank environment where my associates and I share the common goal of profitable growth and mutual gain.

Although my resume provides a good summary of my background and experiences, I would like to arrange a convenient time to meet with you, during which we can further discuss any availabilities within the TD Canada Trust. Please contact me at the above e-mail address or phone at (204) 555-9837.

I appreciate your time.

Sincerely,

David Hildebrandt

# OTHER BUSINESS LETTERS AFTER THE INTERVIEW

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## THANK YOU LETTERS / EMAIL

Writing a thank you letter or sending a thank you email is a must after an interview. Some employers think less of interviewees who fail to follow up promptly after an interview. It is recommended that you send out a thank you within 24 hours. In addition to thanking the person you talked with, the thank you note reinforces your enthusiasm for the job and your professionalism. Use your letter to reiterate your fit for the position and to address any issues that may have come up during the course of the interview.

Don't forget to send a thank you to your references, whether you receive the job or not. These are people who have agreed to take time from their busy days to be a cheerleader for you! Saying thank you will confirm with them that you appreciate their time and that you are a professional!

## SAMPLE THANK YOU LETTER – GENERAL

**May Lawson**

123 McLean Street, Winnipeg MB R3B 1G3 (204) 475-0003 mlawson@excite.com

December 19, 20\_\_

Daniel Reddy  
Global Dimensions Corporation  
15 Technology Way  
Winnipeg MB R3X 1C1

Dear Mr. Reddy:

Thank you for taking the time to meet with me on Thursday. I appreciate the opportunity to learn more about your company and to share some of my experiences and thoughts about the position of technical consultant. I can now understand why so many talented people prefer to seek employment with your firm. You clearly promote a positive working environment.

At the same time, I remain confident that my knowledge and experience would be of great benefit to Global Dimensions. I look forward to hearing from you. In the meantime, should you require any more information to help you make your decision, please do not hesitate to contact me.

Sincerely,

May Lawson

## ➤ **THANK YOU LETTERS BY EMAIL**

This is the age of electronic communications. It is, in most cases, perfectly acceptable to send a thank you by email. Email allows you to send the letter directly to the interviewer without having to wait on the delay of the postal system. If the employer is making a quick decision, timing will be very important.

## ➤ **WHAT IF I DON'T WANT THE JOB?**

What happens if after the interview you decide that you are not interested in the job? Send a thank you anyway, respectfully withdrawing yourself from the competition. You may not wish to work for that company right now, but you cannot predict what will happen in the future. It is a great way to turn a negative experience into something positive.

## ➤ **GROUP THANK YOU LETTERS**

Sending a thank you letter is not always a simple and quick task. If you have spent the day with a group of people, being interviewed and taken out to lunch, you may want to consider taking the extra time to send each member of the group a thank you. Choose your approach based on what have learned about the company, on your day with them. Are they a team-based company, where the interviewers voiced common concerns or beliefs? If this is the case, you could send one “group” thank you note. Remember that taking extra time and effort will always reflect on you positively.

## ➤ **LUNCH OR MEAL INTERVIEWS**

When you have been interviewed by a group of people over lunch, or any other meal it is important to take the time to thank everyone in the group. Remember to say thank you for the meal as well as thanking them for the time they took to speak with you about the position at their company.

## **REMEMBER TO PROOFREAD**

It is very important to proofread your thank you before you send it to the company. Typos and grammar errors are common mistakes. Remember to ensure you have spelled the company name and person's name and title correctly. This is the last impression of you the interviewer will get, before he/she makes their decision.

## **NOT SURE WHAT TO WRITE?**

Timing is most important. Be sure to get a simple, appreciative thank you in the mail, or out by email within 24 hours. Keep it straight forward and professional; you can save your creative writing skills for another time if you are stumped! If you are really having trouble coming up with something to say, look at a few sample thank you letters for some suggestions.

## SAMPLE THANK YOU LETTER THAT STRESSES FIT

**Kajal Rasel**

123 McLean Street, Winnipeg MB R3B 1G3 (204) 475-0003 krasel@gmail.com

January 13, 20\_\_

Dean Street  
Vice President  
SunWest Advertising  
100 Main Street  
Winnipeg, MB R3C 2B1

Dear Mr. Street,

Thank you so much for taking the time to interview me today for the Marketing Assistant position. I felt a wonderful rapport not only with you, but with the whole SunWest Advertising team. I am more convinced than ever that I will fit in beautifully as a member of the team and contribute my skills and talents for the benefit of SunWest Advertising.

I can make myself available for any further discussions of my qualifications that may be needed. Again, Mr. Street, I very much appreciate you and your team taking so much time to talk with me about this exciting opportunity.

Sincerely,

Kajal Rasel

## SAMPLE THANK YOU LETTER THAT BUILDS ON STRENGTH

**JEREMY JONES**

144 Drake Centre Winnipeg, MB R3T 5V4  
204-123-3323

February 13, 20\_\_

Dr. David Kresgee  
Long Life Insurance Company  
5 Main Street  
Calgary, AB T8L 3H2

Dear Dr. Kresgee:

I'd like to thank you for talking with me about the summer analyst position in your Winnipeg office. I truly appreciate all the time and care you took in telling me about the job and learning more about me.

I'm so pleased that you agree that my research project in actuarial mathematics provides me with excellent experience for this position. I am eager to bring my passion for statistics to the summer analyst position, and I am convinced the knowledge and experience I've already cultivated, coupled with the positive culture of your organization, will allow me to fully contribute to your team.

I very much look forward to learning of your decision soon. Please feel free to contact me if you need more information about my qualifications. Thank you again for the informative interview.

Respectfully,

Jeremy Jones

## **SAMPLE QUOTES THAT CAN BE INCLUDED IN A THANK YOU**

### **FOR DAMAGE CONTROL ...**

“After our interview, I'm convinced that I have the three ingredients you're looking for in your workshop/seminar leaders. I know you expressed some concern in our meeting that I have not worked in a human resources department. I want to stress, however, that I have participated significantly in the hiring process for my student group and have a solid record of achievement in my human resources classes.”

“As for your requirement for public-speaking experience, my having been a leader of new-student orientation groups at the Asper School of Business for three years, along with outstanding grades in my public-speaking classes, qualify me nicely. “

“Finally, I have enclosed some writing samples to further demonstrate the third ingredient, my communications skills. “

### **MENTIONING INTERVIEW AFTERTHOUGHTS ...**

“After reflection on our meeting, I'd like to share that last summer I attended a three-week intensive seminar on SPSS, the foremost marketing-research software package. I know the job description mentions the ability to use SPSS, and I wanted to make sure you knew that I am extremely well versed in the use of this software. Please contact me if you have any questions about my ability with this program or about any of my other qualifications.”

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## **WHAT IS AN OFFER OF EMPLOYMENT?**

An official offer of employment comes in the form of a letter or document inviting you to accept a specific position. It is possible that you will receive a telephone call to offer you the job in the first instance or be told on the day of your interview. It is appropriate to ask for a formal written offer which should include the following information:

- ✓ Your name and the name of the employing organization.
- ✓ The date of the offer.
- ✓ The job title and department/location.
- ✓ Salary details.
- ✓ Your start date (it may state that this is negotiable).

It may also give:

- ✓ Hours of work;
- ✓ Holiday entitlement;
- ✓ Details about pension plans, bonuses, salary reviews, and other benefits.

**IF THERE IS ADDITIONAL INFORMATION YOU FEEL YOU NEED BEFORE ACCEPTING THE JOB, YOU SHOULD MAKE CONTACT WITH YOUR PROSPECTIVE EMPLOYER AS SOON AS POSSIBLE.**

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## **MAKING A DECISION**

### **TIMING**

A common problem for finalists and graduates can be the timing of offers. The employer of your dreams is running late in completing its selection process but you have had an offer from another, less preferred, organization. Should you cut your losses and secure the offer you have or take a risk, turn it down and wait for the one you really want?

#### **THE FOLLOWING POINTERS MAY HELP:**

- It is worthwhile going to see a career advisor to help you examine your options and weigh the pros and cons of each. Think beyond salaries and look at the total rewards package being offered: company 'A' might offer you a generous joining bonus; company 'B' may offer better training and prospects.
- Contact your preferred employer and ask how far they have proceeded with your application and when you are likely to hear of their decision.
- Contact the employer who has made you the offer and ask if they are prepared to extend the acceptance date.

### **MULTIPLE OFFERS**

If you are fortunate enough to have several offers and there appears to be little difference between them, you may need to revisit your original list of needs. Measure these against things like location, company culture, and approach to training, how you felt at interview, etc. It is worth trusting your instincts but you still have time to do some extra research if it will help you make a better decision.

## **ACCEPTING OR DECLINING AN OFFER**

### **ACCEPTING AN OFFER**

Accepting a job offer ethically obligates you to cease job search efforts and to notify other prospective employers that you must withdraw your name from their consideration. As soon as your decision is made, promptly notify employers with a courteous phone call. Make every effort to speak to your contact in person rather than leaving a voice mail message for this purpose. After you have spoken to your contact, follow up with a written confirmation (by e-mail or hard copy, as appropriate based on each employer's preference).

Write to thank the person making you the offer, using any reference number they have given and enclosing any information that has been requested. You should also mention the date of the letter and quote the full job title and starting date, if stated. Accept the offer and say that you are looking forward to starting work with the organization. Keep a copy of this letter as, along with their letter, it forms your contract of employment. As the word 'contract' implies, by accepting the offer you are making a legal undertaking. You should not accept a job with the intention of rejecting it later if something better turns up.

## SAMPLE ACCEPTANCE LETTER

**Jane Fieldstone**

13 Agnes Street Winnipeg, MB R4W 9N71 (204) 474-6598

[jane@smithfield.com](mailto:jane@smithfield.com)

February 13, 20\_\_

Mr. Stu Barnes  
President – Smithfield Pottery  
555 Main Street  
Winnipeg, MB R3C 2W9

Dear Mr. Barnes:

As we discussed on the phone, I am very pleased to accept the position of Marketing Manager with Smithfield Pottery. Thank you for the opportunity. I am eager to make a positive contribution to the company and to work with everyone on the Smithfield team.

As we discussed, my starting salary will be \$35,000 and health and life insurance benefits will be provided after 90 days of employment.

I look forward to starting employment on March 1, 20\_\_. If there is any additional information or paperwork you need prior to then, please let me know.

Again, thank you.

Jane Fieldstone

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## DECLINING AN OFFER

If you choose to decline a job offer, do so courteously, in writing, after making a phone call. Never say anything negative in writing about the employer, even if you had a negative experience. You might find yourself working with or applying to that organization again at a later date so it is worth remaining on good terms.

A decision to decline an offer is usually based on the fact that another offer is a better fit for your career interests and goals. It is fine to state this, without giving details about why the declined offer is not a fit. It is not necessary to state whose offer you accepted, but you may do so if you wish. Send the letter as soon as possible so that they can offer the job to someone else.

## SAMPLE REJECTION LETTER, ACCEPTING ANOTHER OFFER

# Chris Hancock

95 Wilkes Bay  
Winnipeg, Manitoba R3L 0W5

Phone: (204) 299-8777  
Email: chris\_hancock@mts.net

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February 13, 20\_\_

Dr. Mary Swietzer  
Project Manager  
Government of Manitoba  
509-256 Broadway  
Winnipeg, MB R2G 7Y6

Dear Dr. Swietzer:

Thank you very much for your telephone call and letter offering me the position of Assistant Project Coordinator with the Government of Manitoba. While I believe firmly in the mission of your organization and appreciate the challenging opportunity you offer, I have had another offer which I believe more closely matches my current career goals and interests. Therefore, although it was a difficult decision, as I explained when we spoke by phone this morning, I must decline your offer. I do appreciate all the courtesy and hospitality extended to me by your office, and I wish you well in your endeavors.

In the position I have accepted with the City of Winnipeg, I will occasionally be at the Legislative Building to attend meetings, so I hope we can get together again and talk about common interests.

Best regards,

Chris Hancock

## ACCEPTING ANOTHER OFFER & WITHDRAWING FROM THE JOB SEARCH

### Joy Collins

27 Manby Street ♦ Winnipeg MB ♦ R3R 9T6  
Phone: 204-474-5565 ♦ Cell: 999-2356 ♦ jcollins@gmail.com

February 13, 20\_\_

Ms. Debra Clark  
Editor - Look Magazine  
244 Osborne Street  
Winnipeg, MB R3L 9B7

Dear Ms. Clark:

I want to express my sincerest appreciation to you for including me in the interview process as you seek candidates for your magazine's Marketing Assistant position. I enjoyed meeting with the members of your team and think you have an outstanding operation.

However, as I explained when we spoke this morning, I respectfully withdraw from consideration for your position. I have decided to accept another employment offer which I believe very closely matches my current skills and career goals.

I wish you and the staff of Look Magazine the best of success. I hope we will have the chance to visit at the upcoming Marketing Conference. Thank you again for the opportunity to explore career possibilities with your office.

Best wishes,

Joy Collins

# HOW TO WRITE A LETTER OF RESIGNATION

When writing a letter of resignation, it's important to keep your resignation letter as simple, brief, and focused as possible. It should always be positive.

Once you have made the decision to move on, there's no point in criticizing your employer or your job. Your letter of resignation should include information on when you are leaving. You can also let the employer know you appreciate your time with the company.

## Your resignation letter should include:

- The effective date of your resignation.
- An explanation for your resignation.
- A brief mention of the positive aspects of working for your current employer.

One of the most important things to remember when creating your letter is that it may be kept on file for future reference. For example, it may be used when future employers request references, or in evaluating past performance if you re-apply for a job with a previous employer in a different position. Therefore, regardless of your reasons for resignation, **NEVER** make negative statements about your company, coworkers, supervisors, bosses, owners, or policies within this letter. This letter needs to remain professional and, if not positive, at least polite. It should act as a bridge builder, not a bridge burner.

## SAMPLE RESIGNATION LETTER

February 13, 20\_\_

Dr. Jill Fenimore  
Director of Pharmaceutical Sales  
Merck & Company, Inc.  
1 Merck Drive  
Winnipeg, MB R6Y 2K5

Dear Dr. Fenimore:

I am writing to you today to officially tender my resignation from Merck effective Friday, February 16, 20\_\_.

I never thought I would leave such a great company as Merck, but when the opportunity arose to further my career in marketing as a Sales Director, which has always been a goal, I simply had to take advantage of it.

I cannot say enough wonderful things about Merck, about all the people I've encountered in my years of service with the company, and especially about you and all the others on the sales team. Your leadership has taken us all to new levels, and I have appreciated all your personal and professional advice over the years. It's my hope that we will stay in touch as I begin this new chapter in my career.

If you have any questions, please ask. Thanks once again for everything.

Sincerely,

Scott Hent

**Other examples for cause of resignation include:**

- ✓ I have decided to take this time to evaluate my current goals and investigate new opportunities....
- ✓ I have decided to further my education in pursuit of (degree or future position)....
- ✓ I have decided to change the course of my current career goals and will be pursuing a new direction in \_\_\_\_\_....

**End your letter without closing the door on the future:**

- ✓ Thank you for allowing me to serve ABC Company.
- ✓ Again, I wish ABC Company continued success.
- ✓ I would not have had this current opportunity without the professional development I received throughout my time here.