

# Secret Cover Letter Strategies Revealed

## Land More Interviews in Today's Job Market

*Teleseminar presented by*

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**Résumé-Evolution**

Preparing your Past for an Interview with your Future!

A cover letter needs a core message:

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Make sure you know exactly who you are speaking to:

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Critical components to a compelling message:

- Powerful Intro
- Value offered
- Relatable proof of abilities
- Interview request

You must stand out:

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Additional Notes:

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**Example #1**

**BOB SMITH**

**SALES LEADER | MARKETER | TRAINER**

12 N 4th Lane, Plant, FL 3333 ■ (888)765-8515 ■ info@resume-evolution.com ■ www.linkedin.com/in/resumeevolution

**INTERNATIONAL SALES AND MARKETING EXECUTIVE**

*Using relationship marketing to generate high-quality leads yielding conversions worth \$ millions in revenue*

Date

Hiring Manager  
Job Title  
Company Name  
Address  
City, State Zip

Dear Hiring Manager,

My expertise lies within helping companies just like **Company Name** in capturing untapped markets to yield high revenues. How?

By building relationships...

I have come to realize that in spite of the technological boom and social media, being able to speak to someone in person has not lost its effect. I am able to create powerful relationships quickly by establishing rapport and truly connecting with the other person. I've mastered this art so much so, that in a sales setting, I hardly ever hear "no".

**Hiring Manager**, there is no secret recipe to my success, it is a proven strategy that I have replicated and taught to hundreds of sales representatives in formal training programs I've designed. The implementation of these very sales and marketing techniques has led my former employer, Marketing Co, to earn the Ernst & Young award for entrepreneurial excellence in Finance.

At this point, I am eager to transfer my 10+ years of business development expertise into a company like **Company Name** that is looking to expand its reach and grow tremendously – particularly in international markets.

I'd love to meet with you to further discuss how I can add value to your organization. I will give you a call in a few days to arrange a mutually convenient time for us to meet. In the interim, I invite you to review my résumé which thoroughly outlines my career achievements.

Thank you for your time and consideration. I look forward to speaking with you soon.

Sincerely,

Bob Smith

Example #2

# Fran Pop, PMP

www.linkedin.com/pub/resumeevolution | info@resume-evolution.com | 888-765-8515

22 E 60th Place, Miami, FL 33333

## Process Improvement | Implementation Manager | ERP Consultant

Methodical project leader, leveraging **PMP** certification, **Six Sigma** Green Belt and **MBA** in Process Improvement to enhance internal processes and yield 7-figure savings at major multi-faceted corporations.

Date

Hiring Manager  
Title  
Company Name  
Address  
City, State Zip

“...one the best Project Managers with whom I’ve ever worked...”

“Her ability to handle large scale projects was something on which I could always rely...”

“An A+ hire for any organization...”

Although proud of my achievements and happy that I was able to make a positive impact on past supervisors, I am also humbled at the uplifting comments above as they were indeed spoken about me.

But, in the simplest of terms, the reason others are able to speak so highly of my work is because of the intense passion for just doing things the right way.

Because of this approach, I have seamlessly executed numerous process improvement initiatives which produced substantial results for major corporations throughout my career. Please consider the results of some notable projects I’ve led:

- Deployed \$150K system, which standardized accounting, time / expense and payroll systems. I earned recognition for completing this very involved, 3-phased project in less than 6 months and under budget.
- Spearhead the workforce planning strategy during a major corporate restructuring at Corp. My plan chopped annual labor expenses by \$180K without compromising productivity levels.
- Launched comprehensive CRM tool for technical writing team at Corporation; yielding annual net gains of \$50K.

These are the type of results I thrive on; which is why I would love the opportunity to further discuss how I can help you achieve very similar cost savings while maximizing internal efficiencies as your **Job Title**.

Currently, I am looking to utilize my expertise in managing and enhancing internal processes with a focus on strategy development, execution and innovation to maximize efficiency and reduce costs at a corporation like **Company Name** that takes pride in providing cutting edge services.

Feel free to contact me to set up an interview at your earliest convenience. Thank you for your time and consideration. I look forward to hearing from you soon.

Sincerely,

Fran Pop

### Example #3

# LISA BENT

11 Moore Lane, Miami, FL 33333 | info@resume-evolution.com | 888-765-8515

## Senior Account Executive

Relationship Building ~ Business Development ~ Account Management

*Talented at designing client growth plans that drive annual revenues for major healthcare corporations*

*"While her maturity and experience are key facets of her success, Karen's most important attributes are her interpersonal skills. She instinctively relates to those around her which is key for establishing contacts and trust."*

– **Past Supervisor's Name**

His or Her Title, Company Name

Date

Hiring Manager

Job Title

Company Name

Address

City, State Zip

Dear Hiring Manager:

Are your revenues stagnant or on a decline?

Are you are struggling to get patients in the door?

Have you been trying to create a constant flow of new referrals?

Perhaps I can help!

My expertise lies within helping healthcare providers just like **Company Name** to develop strategic marketing plans for medical professionals designed to expand your current client base, create a network of endless referrals and ultimately boost revenues.

As the Physician Outreach Manager in my most recent role at City Healthcare, I spearheaded their market expansion initiatives and produced tremendous results. After conducting extensive market research and fostering key relationships in the surrounding Atlanta area, we were able to:

- boost utilization rates 90%
- raise referrals by 15% among new physician practices
- attain 50% new patient referrals for new staff cardiologist
- increase the transplant service line by 20%

**Hiring Manager**, I would be delighted to speak to you about how I can utilize my expertise to generate similar results for **Company Name**. Feel free to contact me so we can set up a mutually convenient time to meet. Thank you for your time and consideration. I look forward to hearing from you soon.

Sincerely,

Lisa Bent