

Undergraduate Correspondence Packet

Career Management Center

**A.B. Freeman School of Business
Tulane University**

BUSINESS CORRESPONDENCE

Cover Letters

A cover letter is a one-page document that serves to introduce you to an employer when you are not physically present to do so yourself. Composing an effective cover letter can be tricky. However, with a little time, effort, style, and creativity, you can use a well-written cover letter as one way to separate yourself from the competition. It can serve as a window of opportunity in which you can highlight your specific skills, background, and experiences that are related to the employers' wants and needs.

The style and appearance of a cover letter is important. Most business correspondence is typed using a formal business letter style in full-block format. In the full-block format, all parts of the letter, including the first lines of paragraphs, are flush against the left margin. Your name and return address information should be typed in letterhead style similar to the heading on your resume. (See sample letters.) Quality bond paper matching your resume paper gives the most professional appearance, and the CMC recommends that you not fold your resume and cover letter when mailing them, but rather send them in a large envelope.

Keep your letter to one page, target it to your purpose, use concise statements, and focus on the employers' needs and requirements. Remember to ask for what you want – a meeting or a return call, if applicable, before you close your letter. Always express appreciation for a contact's time and effort.

Thank You Letters

A simple but strategic letter to thank an employer for an interview or for a networking opportunity can set you apart from other applicants. The thank you letter follows the basic letter format and offers you the opportunity to:

- Express appreciation to the contact person for the interview/information.
- Serve as a reminder of your name and how you can be contacted.
- Reflect your interest in the job and in taking the process to the next level (if applicable).
- Sell yourself once again to the contact by summarizing the "fit" between your qualifications and the requirements of the position you are seeking (if applicable).
- Mention key information that you failed to state during your meeting, and/or clarify any information that you provided that may have been misunderstood or taken the "wrong way."

Handwritten? E-mailed? Typed? Although e-mail correspondence is quickly becoming an acceptable means of correspondence for professionals, the CMC recommends you use caution. There are a variety of reasons NOT to use e-mail to send a thank you letter. Typing a formal letter and mailing it through the postal service is the best way to ensure your letter is received. If your interview was particularly casual or personal, and you have a very good handwriting, you may choose to send a handwritten letter. The decision is truly based on individual situations. Contact your Career Consultant for advice if you are unsure how to follow up.

Acceptance/Rejection Letters

It is appropriate to confirm your acceptance or rejection of an internship/job offer with a letter that includes mention of the terms of your agreement. This professional approach serves to clarify "up front" any miscommunications that may exist and represents your commitment to your verbal agreement.

Once you have accepted a position, you should immediately notify all companies with which you have outstanding offers or applications. You may want to initially contact them by phone, but they should also be notified in writing that you have accepted another position. It is advisable that you maintain a cordial relationship with these companies. With the high degree of change on the corporate scene, you may be back in touch with these companies in the future. There may even be a merger or acquisition involved that brings you into their employ. It is important to thank all company contacts for their time and consideration and provide feedback to all networking contacts who have helped you during your search.

POWER PHRASES

Introduction:

I am seeking an opportunity to excel in a dynamic company and am looking forward to relocating to ____.

I read, with a great deal of interest, your advertisement in the October 24 th, issue of ____.

Body:

This experience has provided me with a keen appreciation for the practice of ____.

Your recent acquisition of the ____ chain would indicate intent to pursue southeastern market opportunities more vigorously than you have in the past several years.

I believe that my retail management background would complement your long-range strategy for ____ very effectively.

As my resume indicates, I have demonstrated commitment to clients and to my employer's goals. That track record is consistent in my career endeavors as well as my life as a whole.

I am a clear communicator equally at ease with senior management, officials, and clients.

I am a dedicated listener and an accomplished problem solver, always seeking to assist clients in accomplishing their mission.

Please find enclosed a copy of my resume for your review. I believe the combination of my ____ education and my internship experience offers me the unique opportunity to make a positive contribution to your firm.

Closing:

I feel confident that an interview would demonstrate that my expertise in ____ would be an excellent addition to your growing company.

I look forward to meeting with you, Mr. ____, and will give you a call to follow up on this letter the week on September -th.

I look forward to hearing from you in the near future to schedule an interview at your convenience, during which I hope to learn more about your company's plans and goals and how I might contribute to the success of its service team.

It was good talking with you again. As promised, I am enclosing a copy of my resume for your information. If any appropriate opportunities come to your attention, I would appreciate your keeping me in mind.

Source: Cover Letters That Knock 'em Dead, Martin Yate, 2003

Cover Letter Template
(May substitute stationery heading)

Your Street Address
City, State, Zip

Date

Contact's Name
Contact's Title
Company Name
Company Street Address
City, State, Zip

Dear Mr./Ms.:

State your purpose. Why are you writing this person? How did you hear about this opportunity and what position are you applying for within the company? If you have the names of those with whom you networked, this is the paragraph in which to mention them. This paragraph should be 2-4 sentences long.

Mention why you are interested in their company, for example, "Of particular interest to me is _____." If possible, reflect the company's needs and indicate what you can do for the employer.

Highlight your skills, qualifications, academic background, and experiences that apply to this position. Highlight only the most important qualifications that match what the company needs. Use specific examples of your skills and qualifications that will benefit the company.

This paragraph should **briefly indicate your desire for a personal interview.** It should show flexibility regarding time and place. State your appreciation for their time and consideration. Be sure to include a current phone number and/or email address (just in case resume and cover letter become separated) and let them know the best time when you may be reached.

Sincerely,

(Written Signature)

Emma Mills

Enclosure *(Include if you are enclosing your resume)*
Attachment *(If you are emailing your resume to someone)*

Cover Letter Sample
(May substitute stationery heading)

123 America Street
New Orleans, LA 70118

September 26, 2004

Ms. Lily Jacobs
Director of Marketing
Procter and Gamble
110 Adams Avenue
Miami, FL 33131

Dear Ms. Jacobs:

In my recent exploration of companies, I was excited to learn about the position of Field Marketing Specialist with Procter and Gamble. The description fits perfectly with my academic and career track record. I am very interested in securing a position with your company where my abilities and qualifications can be fully applied for our mutual benefit.

I will graduate with a Bachelor of Science in Management in May 2005. My major is marketing, and I have participated in an internship with XYZ Corporation that was both challenging and rewarding. While there, I was afforded the opportunity to assist the marketing director in developing a strategy to target the corporation's products and services to a broader client base. These efforts resulted in a 5% increase in sales throughout the U.S. during the first three months of implementation and provided me with first-hand experience in the area of marketing strategy. In addition, I believe my academic studies have allowed me the opportunity to expand my expertise in the area of oral and written communications, marketing research, teamwork, and sales force management, all of which I could apply immediately to your company.

The position of Field Marketing Specialist sounds challenging and intriguing. I am convinced that I can make an immediate contribution toward the growth of your organization and would certainly hope that we can explore this opportunity further at a time that is convenient for you.

I will call you soon to see if a meeting is possible. I look forward to discussing with you how my qualifications and skills can contribute to the continued success of Procter and Gamble. Should you have any questions or need clarification, you may contact me at 504-123-4567 or rhartford@tulane.edu. Thank you for your time and consideration. I look forward to our conversation.

Sincerely,

Robert Hartford

Letter requesting an Informational Meeting

100 Tulane Street
New Orleans, LA 70118

October 17, 2004

Ms. Lisa Flagstone
Recruiting Manager
Freeman Favorite Company
1746 Louisiana Avenue
Houston, TX 77777

Dear Ms. Flagstone:

Lawrence Krust, Professor of Finance at the Freeman School of Business, suggested I contact you. He felt that you would be in an excellent position, as an alum, to assist me with information and advice.

As a finance student, I am currently exploring my career options. Investment Banking, Consulting, and Analyst work all sound interesting to me at this point, but I want to go into my campus interviews with a clear sense of direction. I would like to get your advice on the long term career implications of each path as well as a better handle on the day-to-day activities of each position.

I will call you next week to see if we can arrange a brief meeting at your convenience, and I am enclosing my resume as background information. Thank you for considering my request.

Sincerely,

Morgan Sullivan

Morgan Sullivan

Enclosure

Note: The above letter is to be referred to for reference and guideline purposes only. You should write and adapt your letter to fit your personal situation.

Thank You Letter Sample
(May substitute stationery heading)

123 America Avenue
New Orleans, LA 70118

October 12, 2004

Mr. James R. Quinn, Director
Personnel Department
Davis Enterprises
2290 Cambridge Street
Boston, MA 01181

Dear Mr. Quinn:

Thank you for the opportunity to interview yesterday for the Sales Trainee position. I enjoyed meeting you and learning more about Davis Enterprises. You have a fine staff and a sophisticated approach to marketing.

Your organization appears to be growing in a direction which parallels my interests and career goals. The interview with you and your staff confirmed my initial positive impressions of Davis Enterprises, and I want to reiterate my strong interest in working for you. My prior experience operating office equipment plus my training in communication would enable me to progress steadily through your training program and become a productive member of your sales team.

Again, thank you for your consideration. If you need any additional information from me, please feel free to call me at 504-888-1111 or gstopper@tulane.edu.

Sincerely,

Gail S. Topper

Note: Please remember the above letter is to be referred to for reference and guideline purposes only. You should write and adapt your letters to fit your personal situation.

Acceptance Letter Sample
(May substitute stationery heading)

123 Colonial Drive
Houston, TX 78965

November 12, 2004

Mr. Jordan Chandler
President
ABC Corporation
250 Stadium Circle, Suite 3500
Bethlehem, PA 18017

Dear Mr. Chandler:

Thank you for your letter of November 9, offering me the position of Management Trainee for the ABC Corporation at a starting salary of \$XX,XXX. I am very excited to have the opportunity to work for ABC, and I am happy to accept your offer.

Your suggested starting date of June 10 is fine. I appreciate your willingness to grant me a leave of absence for the week of June 1-9, allowing me to honor a prior commitment.

Again, thank you for your offer; I look forward to beginning my career at ABC.

Sincerely,

Stanley B. McGee

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Rejection Letter Sample
(May substitute stationery heading)

123 Americas Avenue
New Orleans, LA 70118

December 1, 2003

Mr. Austin Stari
Manager
Sales and Marketing
Colonial Properties, Ltd.
1700 Colonial Parkway
Williamsburg, VA 23176

Dear Mr. Stari:

Thank you for offering me the position of Commercial Leasing Agent with Colonial Properties. I appreciate your discussing the details of the position with me and giving me time to consider the offer. Colonial is a fine organization and there are many aspects of the position that are very appealing to me; however, I believe it is in our mutual interest that I decline your kind offer. This has been a difficult decision for me, but I believe it is the appropriate one for my career at this time.

Again, thank you for the consideration and courtesy shown during the interview process. It was a pleasure meeting you and your staff.

Sincerely,

Roberta Abernathy

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