Cover Letter Writing

Cover Letters are often the first thing employers look at when hiring for their business even before resumes. The goal of a cover letter is a short but effective introduction of how who you are and what you can do to help the company out. In some cases they separate whether you are the right person for the job based on the cover letter and then look more specifically at the resume. Your task will be to create a cover letter and resume for a job that you find on the internet. The job should be something you are qualified to do right after you graduate high school. Below are some examples to help you create your own cover letter.

1. Copy and Paste the Job Advertisement you find
2. Create a cover letter using the resources given to help you get yourself noticed
3. Complete a Resume on careercruising.com and print it out
4. Attach all documents together to hand in

Western Tractor Sales Representative

Western Tractor Company Inc, a four-store John Deere agricultural dealership, is currently looking for a full time Ag Sales Representative to join our growing company at our Medicine Hat location. Medicine Hat is located in the heart of southern Alberta’s diversified agricultural economy.

Reporting to the Ag sales manager based in Medicine Hat, this position is responsible to develop, maintain and grow a defined Sales Territory/Customer Account base by providing customers with the products and services that they require to fit their needs and to assist this organization in achieving our strategic goals in the areas of Market Share, Profitability and Customer Experience.

Responsibilities of this position will include but will not be limited to:

Consistently achieve sales and profitability targets that are set by management.
Actively cultivate new customers and builds trusting relationships.
Maintain regular personal contact with customers in the field.
Maintain current product knowledge on features and benefits of all equipment that Western Tractor offers.
Monitor trends in customer’s business activities and timely communicates to management.
Maintain a current knowledge of financing options to assist customers with securing their purchase.
Regularly conduct and coordinate field demonstrations with key customers and prospects.
Actively participate in customer, company, and community events.
Willingly participate in sales training programs to further develop skills and remain current on product knowledge.
Work collaboratively with all the members of the Western Tractor Team.
Follow up after the sale to ensure total customer satisfaction and experience.
Build and promote a strong Team and “One Enterprise” and to follow Western Tractor values (including Integrity, Accountability and Respect).

The successful candidate will posses basic Ag product knowledge, have strong selling skills and an understanding of general mechanical/technical terms. The ability to explain financial options is vital.

If you, or someone you know, would like more information on how to apply for this position, please contact Rob Arvidson at the Taber dealership – either in person (corner of Highway 3 and Highway 36) or by phone (403 223 3588). Alternately, resumes or letters can be sent in confidence by replying to ad or mailed to:

**Cover Letter Example**

Date

Contact name
Job title
Company name
Address

Dear Ms./Mrs./Mr. Employer:

(Be sure to determine the formal designation (Ms./Mrs./Mr.) of the person you are contacting. If you’re not sure, call the organization to confirm.)

**Paragraph 1 – Introduction**Use this paragraph to introduce yourself and to get the attention of the employer. Be professional and polite in language and tone. Mention the position you are applying for, why you are applying for the job, and how you found out about it. Show interest in the organization, and explain why you would like to be part of it.

**Paragraph 2 and 3 – Description**This is the main body of your letter, which is usually one or two paragraphs long. Explain your qualifications and why you should be considered for the position. Don’t just repeat the content of your résumé; give specific examples and explain how your individual skills will help you in the position you’re applying for. Feel free to talk about any special workplace recognition or awards you received in the past. This part of the letter is meant to convince the employer that you would be a valuable addition to the team.

**Paragraph 4 – Closing**It’s important to end your letter in a courteous way. Reinforce your desire to be part of the organization, and politely request an interview. End with an action statement, informing the employer about when you plan to contact him or her to follow up on your application. Provide your personal contact information and an appropriate time to call, in case the employer would like to reach you before you contact him or her. It’s important to follow instructions, so if the job advertisement says not to call or e-mail, respect their wishes.

Thank you,/Yours sincerely,/Yours truly, etc.

[sign your name]

Your name

Enclosure (your résumé)

**COVER LETTER EXAMPLE**

Frank Pardona
123 Beachcrest Road West
Bankcroft, NJ 12345
123-555-1234
fpardona@unknown.com

January 14, 20xx

Stan Hedgeland
General Manager
Rock 'n Roll Records
123 Parklanding Road
Atlantic City, NJ 12345

Dear Mr. Hedgeland,

I'd like to apply for the retail sales job opening you listed in the Atlantic Express last Friday. Throughout high school, I spent a little more time listening to rock 'n roll (as well as more current music styles) than my parents wished. As a result, I consider myself a 1950-to-present music buff, and would love a job that involved working with and around other people with that interest.

I'm an easy person to get along with and I'm pretty ambitious (I was voted "most likely to succeed" by my senior classmates). I can picture myself doing well on your sales floor.

I'm enclosing my resume in which I show not only my after-school jobs, but also my love of music, records, and musical instruments. I think you'll see that I live for music.

I'll come by your store next week in hopes of speaking with you about the job.

Thank you!

Frank Pardona

Enclosure: resume