

## *Appendix 7a: Sample Job Search Letters*

### **Sample Letters That Initiate Contact**

All of the letters included in this section have a common purpose: to stimulate enough interest so that the reader will arrange a face-to-face meeting.

There are four types of letters. Each type appeals to a different audience. Below is a summary of some of the unique characteristics of each audience and special areas to address in your letter:

<b>Targeted Audience</b>	<b>Special Considerations</b>	<b>Content Issues in Letter</b>
Networking Contacts	Send only as last resort in two situations: a) Can't reach by phone b) Geographic location too far removed for visit	Don't include resume or salary in either case. If visit is impossible, include accomplishments.
Search Firms/ Employment Agencies	Keep it short, concise: a summary.	Include resume, salary history, relocation options.
Targeted Companies	Differs from "Mass Mailing" in that you've done specific research on the company.	Include relevant accomplishments Address letter to a specific individual.
Employment Advertisement Responses	Pitch your accomplishments to specific needs cited in ad.	Include resume only if requested.

**Last Resort Networking Letter**

Mr. John Jones  
Vice President  
ABC Company  
123 Maple Road  
Chicago, IL 60043

Dear John:

It's been a few years since you relocated to Chicago from the New York area. Like you, when I need information or advice I like to turn to another business professional. I am writing you now because I am seeking advice concerning the living and working environment in the Chicago area where I'm considering relocating.

After fifteen years experience in the field of finance, I am considering a career change to the marketing field. As an MBA with diverse experience in both the automotive and banking industries, I have a unique background that combines an excellent track record in finance with related experience and interest in marketing.

I am planning to be in Chicago in January and would like to talk with you for 20-30 minutes about what it's like to live and work in the area, as well as to discuss how my background would fit into the field of marketing.

I will call you the first week of January to check on your availability for a mutually agreeable follow-up date.

Sincerely,

Enclosure

Target Company Letter

Mr. John Jones  
Vice President  
XYZ Company, Inc.  
123 Maple  
Troy, MI 48084

Dear Mr. Jones:

A few years ago, I made a study of our sales by individual consumer product. We manufactured 250 items with sales ranging from a few thousand to several hundred thousand of each item. I found that our sales fell into patterns according to end use. These end uses were distinctive, although our sales strategy and traditions, as well as our sales people and their customers tended to ignore these distinctions.

I created a "personality" for each of seven products and developed a comprehensive presentation including a national advertising program. The result was significant: Orders for these seven products, in just six months, were greater than our entire year's sales of the other items combined.

This is but one of the many ideas I provided for my company, enabling it to capture a 75% share of our market nationally. There is a strong possibility that I could help your company in a similar fashion.

I'll call you next Monday to see if you feel a personal meeting would be worthwhile.

Sincerely,

Enclosure

Target Company Letter

Mr. John Jones  
Vice President  
ABC Company, Inc.  
123 Maple  
Troy, MI 48084

Dear Mr. Jones:

With the increasing trend of your business to computerize services around the world, an individual with analysis skills, fluent in computer sciences and foreign languages, and a practical business management perspective would be an asset to your company. I have spent my entire career since graduate school as a problem solver for the U.S. Army. As a Major, I have been assigned to the Office of Special Investigation (OSI) as Agent in Charge since 1973, acting in connection with frauds, criminal activities, smuggling and related matters in the U.S.A., Italy, and Korea. I am now ready to re-enter civilian life and a career that will utilize my diverse skills.

From my experience, I have developed the ability to see what needs to be done in any particular assignment and how it can be done better. I have been cited for numerous contributions to more efficient operations, cost savings, the curtailment of frauds and criminal activities, and dedication to duty. A few examples:

- Adapted PERT and CPM techniques to train Special Agents to bridge the gaps between the business world and the military environment.
- Arranged for extensive training of Italian National Police to help contain drug smuggling in remote areas of the Adriatic coastline.
- Reorganized and computerized the method of credit and security checks with substantial savings in time and money.

I possess B.S. and M.S. degrees in Computer Management Sciences in addition to much other specialized training. I am multilingual in Korean, Italian, and French.

If this letter suggests that I might have qualifications of interest to your company, I would like to arrange an opportunity to meet with you personally. I will call you early next week to see what would be a convenient time for us to meet.

Sincerely,

Target Company Letter

Mr. John Jones  
Vice President  
ABC Company, Inc.  
123 Maple  
Troy, MI 48084

Dear Mr. Jones:

It has been suggested that I write to you in view of your firm's recent decision to strengthen its emphasis in employee development programs. After a sixteen-year successful track record in public service, I am interested in making a career change to the private sector in a Human Resources developmental capacity such as Training, Recruitment, College Relations, or Staffing and Program Development.

My work overseas for the past five years has involved Human Resources and general management in addition to pastoral duties, and has provided a broad social relations understanding. These are some highlights:

- Established and implemented many programs for training, education, health, medical, and guidance services for more than 200 overseas U.S. personnel and 10,000 Central African mission members.
- Conceived and instituted a new system of team management to overcome frustration and low morale among U.S. expatriates.
- Trained local members to become self-sufficient committee members and decision makers in budgeting, banking functions, and the preparation of contracts.
- Coordinated medical services for a population of 30,000.

My educational background includes a Ph.D. with a Human Services focus as well as one year of Business Administration. With these experiences, my results-orientation, and my commitment to add value, I am sure that I can be effective in private enterprise.

I would like to discuss the opportunity to be a contributor to your organization. I will give you a call later in the week to see when we might get together for a brief exploratory meeting.

Sincerely,

Target Company Letter

Mr. John Jones  
Vice President  
ABC Company, Inc.  
123 Maple  
Troy, MI 48084

Dear Mr. Jones:

As a recent Wall Street Journal stated, "Fully 65% of top management expects personnel executives to become more heavily involved in developing corporate policies and strategies in years ahead." The need is there; the trend will increase.

Seeking out and retaining that kind of expertise, however, is difficult. As a Human Resources executive with an M.B.A., I represent that caliber of professional Human Resource Management and Planning. My work experience has been gained through increasingly responsible human resource positions with major Fortune 500 firms. My peers consider me to be a person of high intellect with excellent leadership skills.

A self-confident individual who is both analytical and articulate, I am seeking an association with a firm interested in combining creative Human Resource Management with top management planning and business strategy. Representative accomplishments include the following:

- Created a state-of-the-art strategic planning process which significantly improved the firm's long-range planning capability.
- Improved the company's EEO posture by conducting an innovative cross-cultural Draining program for managers.
- Developed a career planning process which received coverage in AMA's *Management in Process* newsletter and in *Industry Week*.
- Created an Educational Assistance Program which coordinated with government benefits to provide maximum utilization at the lowest possible cost.

There is considerably more to discuss concerning my professional skills. I would appreciate an opportunity to exchange Thoughts with you. I will call you in a few days to arrange an appointment convenient to your schedule.

Sincerely,

**Employment Advertisement Letter:**

**Response to an Open Ad**

Mr. John Jones  
Vice President  
ABC Company  
123 Maple Road  
Troy, MI 48090

Dear Mr. Jones:

Your decision to find a Training Director who could expand existing Human Resources Programs captured my attention in the Detroit News.

For the past twelve years, I have had a proven track record involving all phases of Human Resource Management with major Fortune 500 firms. In my current position, my responsibilities range from organizational training and management development, to EEO/AAP administration, and labor relations.

Some of my accomplishments mentioned in the attached resume are a particular match for your requirements:

- Initiated the development and implementation of quality circles and a manufacturing productivity improvement program that increased productivity by 24% within one year.
- Developed and implemented a career assessment, succession planning, and development program oriented to identifying and developing thirty senior and middle management executives within a two-year period.
- Directed the assessment and development of a divisional management training and development program for 1,400 employees which improved managerial and communications skills.

I would appreciate the opportunity to further explore my background with you. I will contact you next week to arrange a meeting.

Sincerely,

**Employment Advertisement Letter:**

**Response to an Open Ad**

Mr. John Jones  
Vice President  
ABC Company  
123 Maple Road  
Troy, MI 48090

Dear Mr. Jones:

I was very pleased to learn of the need for a floor supervisor at ABC Company from your recent advertisement in the New York Times. Since ABC is expanding, my strong background in increasing production rates may be of great value to you.

My experience includes four years of varied mixing, cutting, and processing procedures and five years as supervisor at Leadco, where I am presently employed. I have implemented several policies here that I think will be of value to a growing firm such as yours. In particular, my accomplishments are in:

- Successful Union Negotiations
- Detailed Technical Processes
- Improved Production Rates

A copy of my resume is enclosed which further highlights my progress. I will call you next week to discuss this opportunity in more detail.

Sincerely,

Enclosure

**Employment Advertisement Letter:**

**Response to A Blind Ad**

The Daily News  
P.O. Box 4-11831  
Troy, MI 48090

Dear Hiring Authority:

Your recent advertisement for (Job Title) captured my interest, and I believe the qualities you seek are well matched by my track record:

I am a mature, dynamic manager with fifteen years of business experience, six of them as a manager.

Labor/Employee Relations: I pioneered several successful expertise programs:

- Quality of Work Life Focus Groups
- Cost Reduction Program
- Turnover Reduction Program
- Participative Objective Setting

Some of the results I achieved include the following

- Reduced production costs by 12%
- Reduced absenteeism by 18%

Although my background has been in a manufacturing division of a major corporation, my broad exposure in Labor/Employee Relations encompasses sound principles that can be applied in other organizations. I believe that salary history and requirements can best be discussed when we meet. A resume is enclosed that covers my experience and qualifications in greater detail.

I would appreciate the opportunity to discuss my credentials in a personal interview.

Sincerely,

Enclosure

*Appendix 7b Sample Response to an Ad*

**Sample Advertisement, Cover Letter, and Resume**

ADVERTISEMENT FOR  
HUMAN RESOURCE GENERALIST

Our company is a medium-sized manufacturing company with a ten-year record of continuing growth. Due to expansion, we seek a generalist with knowledge and experience in recruiting, benefits, and compensation, as well as working in and maintaining a non-union environment. Good presentation, communication skills, and experience are required. Training and quality would be a plus. Include salary requirements. Please send resume to Ms. Joan Bell, V.P. Human Resources, ABC Company, Box 111, Paradise, CA.

**Sample Cover Letter in Response to Ad for Human Resource Specialist**

Dear Ms. Bell:

I am replying to your advertisement for a Human Resource Generalist with experience in recruiting, benefits, and compensation, as well as in non-union and quality circle environments. From the highlights below and the enclosed resume, you can see that my expertise matches your needs:

Recruiting

- Improved candidate selection ratio from 1 in 15 to 1 in 5 through creating and implementing an interview training program for managers.
- Directed a recruiting campaign that hired 400 specialists and technicians two months ahead of schedule.

Benefits

- Designed a tracking system that reduced short-term disability claims by \$215,000 annually.

Compensation

- Formulated a "pay for performance" compensation system which motivated non-exempt employees to greater productivity and enabled supervisors to objectively evaluate performance.

Non-Union Environment

- Installed and maintained a preventative labor relations program that enabled the company to successfully resist two unionization efforts.

Quality Circles

- Established and counseled a company-wide Quality Circle Program.

Salary is negotiable based on your job requirements and my related experience. I am looking forward to the opportunity to discuss further how my skills and experience might help the ABC Company meet its human resource goals, and will therefore call you next week to arrange an appointment.

Sincerely,

Enclosure

**Sample Resume in Response to Ad for Human Resource Specialist**

**SUMMARY**

Extensive Employee Relations experience in the construction and petroleum refining industries. A generalist with 18 years supervisory experience called upon frequently to develop initial staffing and programs for start-up operations. Significant people-oriented and bottom-line strengths in:

Recruiting	Preventative Labor Relations	Presentation Skills
Benefit Plans	Internal Communications	Training Programs
Job Development	Employee Activities	Quality Circles

**ACCOMPLISHMENTS**

**Personnel Administration**

- Originated and implemented an absenteeism control program for 400 non-exempt employees, which reduced overall absences by 82%.
- Developed an attendance reporting tracking system that generated savings of \$150,000 the first year.
- Developed and presented a training program to improve the supervisory techniques in a non-union environment. Contributed to 68% reduction of employee idle time.
- Formulated a "pay for performance" compensation system which motivated non-exempt employees to greater productivity and enabled supervisors to objectively evaluate performance.
- Implemented an intensive cost savings campaign involving employee suggestions that generated a yearly savings of \$1.2 million.
- Managed and coordinated an expanded employee activities function with 20% reduced expenditure and 97% improved attendance.
- Planned and administered all upward and downward employee communications, including the plant Quality Circles Program.

**Recruiting**

- Designed and directed a recruiting campaign to acquire 400 specialists and technicians for the start-up of a \$1.2 billion project. Completed all hiring two months early, permitting accelerated production.
- Streamlined a College Relations Program which reduced the presence of non-qualified candidates on interview schedules by 14%.
- Created and conducted an interviewer training program for managers and supervisors, which improved candidate selection ratio from 1 in 15 to 1 in 5.
- Designed and implemented Affirmative Action Recruiting Programs that resulted in an Illinois State Award of Excellence for achievement in employment of minorities.

**Benefits**

- Cut off-the-job time for making benefit plan inquiries by 50%.
- Created and conducted Quarterly Benefit Awareness Meetings.
- Designed and implemented a reporting and tracking system for short-term disability benefits which reduced non-valid claims by \$215,0(10 annually.
- Evaluated, selected, and supervised all HMO activity and initiated cost containment measures to the comprehensive medical plan.
- Designed and conducted pre-retirement counseling programs which were utilized by over 10,000 employees.

**PROFESSIONAL EXPERIENCE**

**Tringo Stepper, Inc., Sunnyvale, CA**

**1989-Present**

Human Resources Generalist

**Worldwide Oil Corporation, Joliet, IL**

**1977-1989**

Senior Staff Employee Relations Advisor

1985-1989

Staff Employee Relations Advisor

1983-1985

Employee Relations Assistant

1979-1983

Recruiting Advisor

1977-1979

**DJB Corporation, Joliet, IL ~ Caracas, Venezuela**

**1974-1977**

Field Personnel Supervisor, Midwest

Field Personnel Supervisor, South America

**EDUCATION**

**Bachelor of Science, Upper Iowa University**

Major: Public Administration

Minor: Business Administration

**PERSONAL**

- Joliet Junior College Career Education Advisory Board
- Advisory Board, Joliet School District
- Board of Governors, Illinois Job Service
- American Society of Personnel Administrators

**Languages:** Fluent in Spanish