

'No Fear' Job Search

# Cover Letters That Sell!

Candace **Crowley** & Associates

# INTRODUCTION

Candace Crowley, CPC

Executive Coach ▪ Career Consultant ▪ Facilitator & Trainer

Thousands of Clients ▪ Most Industries ▪ Most Positions

[linkedin.com/in/candacecrowley](https://www.linkedin.com/in/candacecrowley)

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# Market Savvy = Market Ready

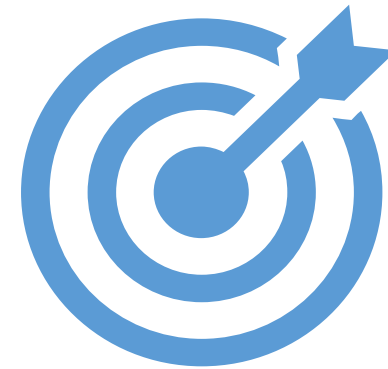
1. Market yourself like a product.
  - Think like a product = what can you do that would bring value.
2. You have skills, talents and competencies that are relevant for *specific* positions . . . target those!
3. Companies hire based on the compelling narrative of your resume = business impact, results, accomplishments.
  - What you did is meaningless without the business value.
4. Ensure your marketing materials are ready and aligned to the current market criteria.

# Successful Cover Letters

Specifics...

Specifics...

Specifics...



# Cover Letter Specifics # 1

## 1. Specific Recipient

- Attempt to find the name of the Hiring Manager or the internal Recruiter through networking
- Address the Cover letter to the name of the specific Hiring Manager or Recruiter
- Use 'Dear Hiring Manager' or 'Dear Hiring Team'



# Cover Letter Specifics #2

## 2. Specific Company Knowledge

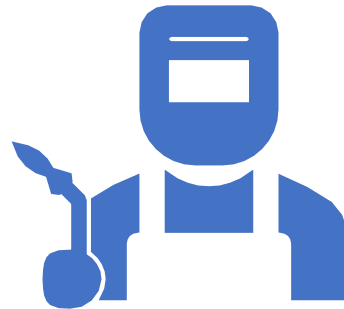
- Never apply to a company about which you know nothing
- Share why you're interested in this company -- their growth, innovation, values, etc.



# Cover Letter Specifics #3 & #4

## 3. Specific Position

- List the job title and job number at the top of your Cover Letter
- Each Cover Letter should be specific and unique to a position



## 4. Specific Skills

- Determine the skills and experiences that qualify you for *this* job, and describe those in your Cover Letter

# Cover Letter Specifics #5 & #6

## **5. Specific Tailoring to the Job Posting**

- Echo the author's intent by mirroring words and phrases in the ad
- This will demonstrate that you understand how you fit the description

## **6. Specific Benefit to the Company**

- Describe how you will meet the company's specific needs, solve their problems or otherwise bring value.



# Cover Letter Specifics #7



## 5. Specific Request for Action & Follow Up

- Don't be vague about your desire for an interview  
...assume that will be the next step
- Take the initiative to follow up
- Continue to reach out until you have an answer on next steps

# Know Your Audience

- Companies are very specific today about what they want in a candidate.
- You must match close to 100% of what is listed in the job posting.
- Do your research of job titles and evaluate how closely your experience, skills and competencies match.
- Use the company's specific language.



# Job Postings

1

Review the job posting thoroughly to determine how closely you match

2

Go through all sections:  
Responsibilities,  
Requirements, Skills,  
etc.

3

Aggregate the 5-7 key points from the posting

# Cover Letter Parts

## Opening Paragraph

- Why are you excited about this company?
- Your brief, relevant background

## Bullets

- 5-7 key responsibilities from job posting
- Brief description of how you meet each

## Closing Paragraph

- Thank them for their time
- Ask for the meeting
- Express making an immediate contribution

NAME NAME

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nname@gmail.com | (206) 555-1212 | linkedin.com/in/name-name

March 13, 2020

ABC School District  
Re: Manager of User Services  
Job #: 1234-05

Dear Hiring Manager

I am excited to have found the posting on LinkedIn for the position of Manager of User Services. Having been a leader in education my entire career, I look forward to the possibility of leading the technology user experience for the ABC School District.

As you will see from the attached resume, my skills, background and accomplishments strongly match your criteria. My education career began in an elementary classroom and then moved to sales and support of education technology. Most recently, I was the Digital Products Support Manager at Education Company where I drove technology innovation and change within the education publishing industry.

The following addresses the key areas of responsibilities from your posting:

- **Leadership/Management** – Built the customer service and digital support processes that drove the transition of Education Company from a textbook publisher to a digital content provider. Managed cross-functional teams across all areas of customer experience. Responsible for day-to-day operations impacting hundreds of thousands of educators across North America.
- **Project Management/Implementation** – Facilitated the pilot and implementation of primary support tools for digital customer service including Salesforce.com and JIRA. Managed client services team responsible for implementation of custom integration services.
- **Training & User Support** – Led digital technical support for millions of users on multiple platforms. Developed and delivered training for groundbreaking new digital educational hardware, software and platforms.
- **Collaboration** – Developed processes and procedures to guide and partner with new teams across spectrum of support for all aspects of the application lifecycle, including revenue recognition, order processing, online activation, sales support and presentations, product training, and ongoing support.
- **Process Improvements** – Voice of the customer that drove continual improvement in digital applications, content delivery platforms, user interface, and support tools.
- **Problem Resolution** – Ultimate authority and responsibility for escalated or advanced customer technical issues. Brought necessary processes and teams together to research and expedite issue resolution.

Thank you for your time and consideration. I look forward to meeting with you in person to discuss how my qualifications can make an immediate contribution in the role of Manager of User Services at ABC School District.

Sincerely,

Name Name

# Cover Letter Example

## Opening Paragraph

- Why are you excited about this company?
- Your brief, relevant background

## Bullets

- 5-7 key responsibilities from job posting
- Brief description of how you meet each

## Closing Paragraph

- Thank them for their time
- Ask for the meeting
- Express making an immediate contribution

Name R. Name

namername@gmail.com | (425) 555-1212 | LinkedIn.com/in/namername

Month, day, year

Company, Inc.  
Manager, Financial Planning & Analysis

Dear Hiring Manager

As a multifaceted financial professional, developed through several years in investment banking and enhanced by an MBA, I am excited to apply for the Manager, Financial Planning & Analysis position at Company. It is exciting to watch the growth trajectory driven by your unique automated tax solutions. I look forward to the potential of contributing to the next phase of Company's growth.

My background comprises a decade in high-impact roles that have required exactness and speed. Through my corporate experience and several years working in the technology and financial services industries, I am confident I will be able to hit the ground running on day one.

The following addresses the key areas of responsibilities relevant to your posting:

- **Financial Planning & Forecasting** -- Developed fully integrated, multi-scenario financial models for small and medium-sized tech businesses for six years on 30+ M&A deals. Supported XYZ's annual operating and forecasting process including executive approval sessions.
- **Reporting** -- Led development of quarterly Board materials and supported creation of monthly reporting package for financial sponsor. Directed efforts to improve product roadmap materials and project status reports for senior management decision-making process.
- **Analytics** -- Performed numerous ad hoc analyses for CFO leveraging SQL, Tableau and RStudio. Developed and implemented testing strategy for new market opportunities to improve customer acquisition efforts; presented findings to senior management and Board of Directors.
- **Leadership** -- Managed teams of financial and business analysts for four years in investment banking. Led numerous cross-functional initiatives as Chief of Staff requiring collaboration with all corporate functions which fostered accountability and discipline.
- **Communication** -- Provided senior management accurate, compelling findings and a story for the "Why" of these findings. Maintained key enterprise metrics to ensure consistent reporting for business development and partnership opportunities.

Thank you for your time and consideration. I look forward to meeting with you soon to discuss how my qualifications can make an immediate contribution to Company's growth in the role of Manager, Financial Planning & Analysis.

Sincerely,

Name R. Name