

Handout – New Approach to Customizing a Cover Letter

July 2016

Below is a job description for a Member Service Counselor with AAA of Northern New England. On the following two pages you will see two sample cover letters for this job. The **first** is an example of a good, **traditional cover letter**. The **second** demonstrates the **current school of thought regarding how to customize a cover letter**. We encourage you to follow the model of the customized, current approach to cover letters!



Job Description

Member Service Counselor-Williston-12324

AAA Northern New England is seeking applicants for the position of Member Service Counselor in the Williston, Vermont branch. This position is the first point of member contact in a Branch office. Greets members and determines the nature of service required by individual member. Responsible for servicing the needs of the customer and giving added value through cross-sells or advises of other services that are available to the member.

RESPONSIBILITIES/JOB DUTIES

Provide maps, tour books and other travel related materials. Prepare TripTiks and routings for members requesting them. May also make car and hotel reservations for members. Sell member automotive and travel resale products. Provide travel money products and other financial services as necessary.

- Identify cross-sell opportunities based on members product and service needs. Enhance member relationship through the use of AAA products and services, including automotive and financial products. Provide sales leads to insurance, travel and other departments as appropriate to achieve individual, Branch and organizational metrics.
- Sell, renew and process payments on memberships. Process changes to membership files and upgrade memberships to higher value.
- May order supplies, receive shipments, send and distribute mail, and maintain office/bookstore inventory. Balance and reconcile cash drawers against end of day reports.
- Assist to resolve complaints and discrepancies. Assist in the resolution of member hotel complaints. Properly channel complaints to expedite resolution. Resolve discrepancies on billing statements.

Qualifications

Education

High school diploma, G.E.D. or equivalent certificate required. 2 years of college preferred.

Experience

2 years of related work experience preferred.

Knowledge / Skills / Competencies

Demonstrated ability to provide customer service to support Member Satisfaction and Branch Goal attainment. Comprehensive knowledge desired in a variety of the organization's operating areas, products and services offered. Advanced verbal and written communication skills required as are analytical and time management skills. General typing, Windows, Outlook, Word, and Internet/Intranet access skills required.

Bob Smith
Main Street
Montpelier, VT 05802
(802) 555-1212
bobsmith@gmail.com

June 30, 2016

AAA of Northern New England
28 Walnut St., Ste. 160
Williston, VT 05802

RE: Member Services Counselor

Dear Hiring Manager,

It is with great pleasure and enthusiasm that I am submitting my resume for the position of Member Services Counselor with AAA of Northern New England. I have attached my resume for your review which details over twenty years of work experience in a management position.

The opportunity to work at AAA of Northern New England in this capacity will allow me to apply the skills I have developed. As an energetic and reliable leader, I am committed to leading a successful team environment to provide excellent customer service.

Again, I have enclosed my resume for your review. Thank you for your time and consideration. I look forward to meeting with you to discuss how my qualifications will meet AAA of Northern New England's needs.

Sincerely,

Bob Smith

Bob Smith
Main Street
Montpelier, VT 05802

June 30, 2016

Jacquelyn Thomes, Recruiter
AAA of Northern New England
28 Walnut St., Suite 160
Williston, VT 05495

Re: Member Service Counselor

Dear Ms. Thomes:

I see from AAA's website that 43 million Americans will travel the Independence Day holiday weekend, and I am sure that many of them will need AAA's services. You certainly would benefit from a trained customer service representative who knows how to meet those needs. I am such an individual, and I am enthusiastic about the opportunity to use my skills and experience to help AAA meet its organizational goals.

As my enclosed resume shows, I am a reliable, organized and self-directed individual with experience, training and skills in customer service, including:

- Excellent verbal and written communication skills
- Highly developed interpersonal skills from 10+ years managing others
- A strong commitment to working with colleagues to provide excellent customer service
- Solid computer skills in Windows, Word, Outlook, Email, and Internet.

Would you like to learn more about my experience? I'd welcome the opportunity to meet. Please contact me at 555-1212 or bobsmith@gmail.com. I look forward to making an immediate and positive impact at AAA.

Sincerely,

Bob Smith