

Network to Work Meeting

ACTIVITY – March 2021

Cover Letter Comparison Activity- PARTICIPANT

VERSION 1:

(Section 1 – Contact Info):

Peter Swan
300 Left Street
Richmond, VT 05466

March 1, 2021

(Section 2 – Greeting):

To Whom It May Concern:

(1st Paragraph):

Enclosed is my resume for the job at your company.

(2nd Paragraph):

I would like to start working in retail. Until now I have mainly worked in hospitality jobs such as McDonald's and Pizza Hut. I don't particularly like that work and am looking to move to a new industry.

(3rd Paragraph):

You will see from my resume that I have a degree in English literature. I graduated with a B average.

(4th Paragraph):

At McDonalds I learned to serve customers and I'm sure that would be useful at your company.

(5th Paragraph):

I haven't been to one of your stores yet and I know I'm not tailor made for the job, but I'm really motivated to find a job and would be grateful for an interview with you.

Sincerely yours,

Peter Swan

VERSION 2:

(Section 1 – Contact Info):

Richmond, VT 05466

Peter Swan

peter.swan@gmail.com

(cell) 802-922-5555

March 1, 2021

(Section 2 – Employer address):

Jefferson Anderson
Human Resources
Flooring America
59871 Industrial Ave.
Williston, VT 05452

(Section 3 – Greeting):

Dear Mr. Anderson:

(1st Paragraph):

When I was a child, I enjoyed using our kitchen floor for finger painting, much to my mother’s dismay. As an adult, I now have a strong appreciation for the more sophisticated design elements of flooring, and that is why I am applying for the position of flooring consultant at Flooring America.

(2nd Paragraph):

Top-notch sales skills are a must in the retail world, and I am both an effective and collaborative salesperson. Due to my years of sales experience, I have a solid understanding of homeowner needs and desires. I also possess strong verbal communication skills, a keen attention to detail, and a deep commitment to customer service.

(3rd Paragraph):

I have enclosed my resume to support my application. It is evidence that I would bring valuable skills and experience to the position, including:

- **Experience:** I have six years’ experience working on the sales floor in two highly competitive industries.
- **Results:** If anyone can close a deal, I can. I have driven sales to a new high at my current organization, increasing year-on-year profits by as much as 17%.
- **Performance:** I was recognized by the National Association of Flooring Manufacturers as the top sales consultant in New England from 2017 to 2020.

(4th Paragraph):

Flooring America has intrigued me since I read about your new emphasis on the promotion of new advances in eco-friendly flooring. You are true pioneers in the industry, even as it continues to grow and change. I, too, am a firm believer in the importance of furnishing homes and offices with environmentally friendly products. I was also impressed with the profile of your Vice President of Sales, Rod Smith, which I read on your website.

(5th Paragraph):

I would value the opportunity to talk with you more about this position and how I could use my skills to benefit your organization. Thank you for considering my application. I look forward to hearing from you.

Sincerely yours,