

CAREER DEVELOPMENT RESOURCES LLC

OFFERING YOU THE PROFESSIONAL EXPERTISE YOU NEED FOR THE CAREER SUCCESS YOU DESERVE

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PRO TIPS TO HELP YOUR COVER LETTER GET YOU THE INTERVIEW

Your cover letter plays a vital role in your career advancement campaign, and if prepared properly, can vastly improve your ability to generate interviews and compete for jobs. It certainly adds a personal touch to your application package and demonstrates to employers that you are a serious, professional candidate. For example, a well-written cover letter demonstrates your communication and organizational skills while showing that you are the kind of professional who is willing to go the extra mile. It helps separate you from the ‘rest of the herd’. In this highly competitive job market, the cover letter gives you a much-needed edge over your competition, as many job hunters think that writing letters is passe. But more importantly; a well-executed cover letter allows you to showcase the specific skills and achievements that convinces the hiring authority that *‘this candidate is just what the doctor ordered’*. It helps the decision-maker ‘check of the boxes’ in determining that this candidate possesses all of the required qualifications.

Check out these four key strategies that are a recipe for successfully achieving your career objective:

1st Strategy: TARGET AND CUSTOMIZE: While it’s easier to just develop a generic prototype letter, you really need to take the time to customize it to fit the employer’s stated requirements for hire. You should study the hiring criteria for the position, and make a listing of how YOUR background matches the employer’s stated needs, *before you even begin writing your letter*. Your list might include your: years of experience; special technical skills; specific areas of expertise; and/or traits such as leadership, communication, or the ability to work under pressure and meet tight deadlines. Then integrate these elements into your letter, demonstrating by example that you have the desired qualities.

2nd Strategy: MEET THE EMPLOYER’S NEEDS: Keep the employer’s needs, not your personal needs, in the forefront as you write your letter. The employer really doesn’t care what you want. They have a problem that needs to be solved. So don’t describe what you want. You have to **SELL WHAT YOU CAN DO FOR THE ORGANIZATION**. They don’t have time to connect the dots. So don’t expect that they’re going to read between the lines of your résumé and ferret out the relevant information. They won’t. To get their attention, you’ve got to vividly demonstrate how you can solve their problems and meet their needs.

3rd Strategy: ACTIVELY SELL YOURSELF: The employer’s implicit question is “*What can you do for me?*” You have to tell them **WHY they should hire you**. Be assertive about your qualifications without being egotistical. The tone of your letter should be professional, but sound as if a real person wrote it – in other words, not too pretentious or formal. One way to judge your letter is to read it out loud. Are you tripping over the words? Does it sound like a lawyer wrote it? If so, work on it until it flows naturally and has a conversational tone.

4th Strategy: MAKE IT LOOK INDIVIDUALLY WRITTEN: No matter how sophisticated your résumé looks; you should set your letter up in a typewriter font like COURIER or ELITE. Your cover letter will generate a better response if it LOOKS like it was individually typed rather computer generated and mass-

produced. Use a simple block format with flush left margins and ragged right margins, since that looks most like a letter written on a typewriter. Most cover letters should be limited to one page.

The first paragraph should answer the employer's question "*Why are you contacting me?*" You have to get the reader's attention and explain which position you are interested in and how you heard about that position.

Your recent on-line posting for **DIRECTOR, SOX COMPLIANCE** calls for skills and experience I have demonstrated throughout my career. With 12+ years of accounting/control experience, I more than meet your hiring requirements for the position. Creating efficient, productive, and well-organized operations is the value I bring to XPO. I have consistently delivered strong operational results. As you will note, my résumé may not look like others you receive. My résumé is beyond reciting job titles and duties, – it reveals measurable results. My professional background is an excellent match for your required qualifications. Please allow me to highlight my skills as they relate to your stated requirements:

Success ... I believe it lies in one's ability to merge the strategic with the tactical, to understand the market and the competition, to effectively control the finances of a company and to build a strong and committed sales force. Your search for an **accomplished Sales Executive** is over if you are interested in someone who can develop, oversee, and execute your organization's overall marketing strategy, ignite sales, and build a top-performing sales and customer service team. My goal is a top-level sales position with an organization seeking to profit from my strategic and tactical leadership abilities in order to achieve market dominance as well as aggressive revenue and profit projections. I am confident in my ability to make a quick and valuable contribution to your organization, and I am certain that you will agree once we've had the opportunity to meet.

The second paragraph should outline your qualifications for the position. This could include your years of experience, formal education, special training, technical skills, current responsibilities, selected accomplishments or highlights of earlier jobs. To make it even more effective, include the positive results of your quantified or qualified achievements.

The enclosed résumé clearly shows I have qualifying skills and abilities that would be of interest to your organization. Briefly, they are:

- ⊕ **Comprehensive expertise across the entire spectrum of information systems.**
- ⊕ **A professional work style that is aggressive and resilient;** am willing to go the extra mile, working the account to **achieve larger margin deals** and strong customer relationships.
- ⊕ A **proven 15-year track record of success** achieved through diligence, hard work, attention to detail, and the belief in a consistent application of the fundamentals, and
- ⊕ A sincere desire to contribute to the continued growth and success of your client's company.

If you're in sales, describe how you increased sales volume. If you're in management, explain how you improved profits or cut costs. If you're in Human Resources illustrate how you innovated training programs or dramatically slashed employee turnover. In other words, illustrate how you improved your previous employers' operation. Here's an example:

Most notably I:

- ✧ Was credited with delivering unprecedented 40% revenue growth in only two years.
- ✧ Achieved a **commendable track record delivering polish and efficiency gains** to help the organization succeed within highly competitive business environments.
- ✧ Have been commended for single-handedly **delivering explosive 300+ % sales growth**.
- ✧ Successfully **configured and spearheaded front office procedures** to **achieve significant efficiency gains and performance improvements**.

Capping off your cover letter is the closing paragraph. This is where you:

- ☑ State your request for a meeting or personal interview
- ☑ Mention that you look forward to hearing from them.
- ☑ Explain how they can reach you, and
- ☑ Thank them for the time to consider your application.

Here are some examples:

I would like to bring my energy, enthusiasm, organization, and persuasive ability to your team. Will you grant me the opportunity of an Interview? *I guarantee you will not be sorry you did.* So, if you are looking for a peak performing professional who will make an immediate and positive impact on operations, revenue streams and profit margins, I would like to explore the opportunity. I look forward to meeting with you in the near future where we can discuss, in greater detail, how my expertise can best meet the needs of your organization. In the interim, thank you for your consideration, attention, and forthcoming response. You can reach me at 1 (123) 456-7890

I am confident that I can make similar contributions to the Fresh Air Fund. My goals are to help you meet your overall objectives in any way I can. I am determined, motivated, and excited to make a difference to your programs and am looking forward to meeting with you in the near future. Thank you for your time and consideration.

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Mark Berkowitz, NCCC, CPRW, JCTC, CEIP, a highly regarded **career strategist** is president of CAREER DEVELOPMENT RESOURCES. Changing lives and revolutionizing careers since 1985, Mark provides one-on-one career consulting services including career counseling and assessment, job search and interview coaching as well as résumé building assistance and guidance to help each client achieve not only job advancement, but lasting and meaningful success in their career path as well.

A distinguished figure in his field, Berkowitz is one of the top career builders in the country and has been quoted in dozens of books and publications on the topic of career advancement including: GALLERY OF BEST RÉSUMÉS; GALLERY OF BEST RÉSUMÉS FOR TWO YEAR DEGREE GRADUATES; COVER LETTER MAGIC; PROFESSIONAL RÉSUMÉS FOR TAX AND ACCOUNTING PROFESSIONALS; PROFESSIONAL RÉSUMÉS FOR HEALTH CARE PROFESSIONALS; RÉSUMÉ WINNERS FROM THE PROS; RÉSUMÉS THAT KNOCK ‘EM DEAD; COVER LETTERS THAT KNOCK ‘EM DEAD; THE EDGE RÉSUMÉ AND JOB SEARCH STRATEGY. and WINNING INTERVIEWS FOR \$100,000+ JOBS

Has been credited with being “... **one of the leading résumé writers in the United States**” by Dr. David Noble in his Jist Works book PROFESSIONAL RÉSUMÉS FOR EXECUTIVES, MANAGERS, AND OTHER ADMINISTRATORS. Wendy Enelow, Founding President of the Career Management Alliance has acknowledged Mark as “... **one of the most talented career counselors I have ever met.**”

Passionate about empowering others to realize their dreams, Mark served as an executive board member of the Professional Assn of Résumé Writers and Career Coaches. He has been helping clients successfully advance in and/or change their careers for over 35 years. With a Master’s Degree in Career Development and four specialized certifications: (NATIONAL CERTIFIED CAREER COUNSELOR, CERTIFIED PROFESSIONAL RÉSUMÉ WRITER, INT’L CERTIFIED JOB & CAREER TRANSITION COACH, AND CERTIFIED EMPLOYMENT INTERVIEW PROFESSIONAL), he is uniquely qualified to help you improve your career situation. A recognized expert in the field, Mark served as chairman of the Certification Board for the Professional Assn of Résumé

Writers and Career Coaches and was a founding member of the Career Management Alliance. Additionally, he shared his expertise in effectively utilizing career assessment tools with graduate counseling students from nearby Fordham University, helping to prepare students for their future counseling careers.

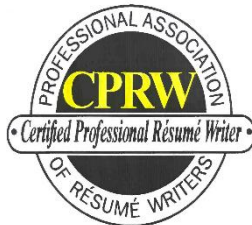
For sixteen years, Mark directed the Career Assessment & Counseling Center at the Southern Westchester Board of Cooperative Educational Services, which enjoyed the reputation of being the most comprehensive career planning service in the region. He has taught graduate counseling and job search courses at the College of New Rochelle and mentored graduate counseling interns from Fordham University.

His work appears in nearly two dozen books on résumé /cover letter writing and winning interview strategies. He has been spotlighted on WCBS television in “**Acing The Interview**” and has been named as the “**Professional of the Year 2024**” by the **PODCAST BUSINESS NEWS NETWORK**.



Berkowitz has been recognized as “ ... **one of the leading résumé writers in the U.S. today**” in Professional Résumés for Executives, Managers, and Other Administrators. Wendy Enelow, President of the Career Management Alliance has acknowledged Mark as “ ... **one of the most talented career counselors I have ever met.**”

You can contact him at **1+ (910) 833-5013** or cardevres1@gmail.com to find out how he can assist you in launching your career into a higher orbit.



See how you can benefit from professional expertise

instead of suffering from your career mistakes.

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