

COVER LETTER GUIDE FOR BUSINESS STUDENTS

Employer Perspective:

- Hiring managers will glance at the cover letter, but concentrate on the resume. If the resume matches the specific job requirements, the cover letter is typically read fully.
- When reading the cover letter, the employment manager will usually look to see if it is a generic cover letter or if it is **specific/personal to the company**. They may look closer at the ones who have a connection to that company (i.e. referral, networking event at college).

Content of a Cover Letter:

Regardless of what type of cover letter you are writing, the basic format is the same. Use the formula below as a general guideline for all cover letters.

I. Opening paragraph

- Expresses your interest in the organization and/or position
- Include how you heard about the organization (i.e. website, referral, networking event)
- Demonstrates your knowledge of the organization or industry – **THIS IS KEY**

II. Body

- Highlights a few major skill sets with examples to prove you possess that skill
- Focuses on you and how your qualifications match their needs
- Could be 1-2 paragraphs

III. Closing

- Reiterates/Summarizes your interest and fit within the organization
- Requests action – either an interview or follow up

Additional Tips:

- Keep it to one page
- Make an appointment with a career counselor/advisor to look over your cover letter
- Make sure it is error proof (grammar, spelling, sentence structure)
- Be concise and state skills with specific examples that are relevant to the position
- Don't make it generic – that first paragraph should show the reader that you've done your research and have knowledge about the company and industry

Job Skills Checklist:

Purpose: The purpose of this skills inventory is to help you to be able to come up with different skills that you may be having a hard time thinking of yourself.

How to use the Skills Inventory: The following is a sample list of skills found in a cross section of careers. Circle every skill that applies to you. Jot down examples of situations in your professional life that demonstrate this skill. Then try to incorporate these skills into your resume and/or cover letter.

Administering programs	Enforcing rules and regulations	Preparing written communications
Administering medication	Entertaining people	Prioritizing work
Advising people	Estimating physical space	Promoting events
Analyzing data	Evaluating programs	Proposing ideas
Analyzing problems	Expressing ideas orally to individuals or groups	Providing discipline when necessary
Auditing financial reports	Finding information	Questioning others
Being thorough	Gathering information	Raising funds
Budgeting expenses	Generating accounts	Reading volumes of material
Calculating numerical data	Handling complaints	Recommending courses of action
Checking for accuracy	Handling detail work	Relating to public
Classifying records	Imagining new solutions	Reporting information
Coaching individuals	Interacting with people at different levels	Running meetings
Collaborating ideas	Inventing new ideas	Selling ideas
Collecting money	Listening to others	Selling products
Comparing results	Maintaining a high level of activity	Setting priorities
Compiling statistics	Making decisions	Setting up demonstrations
Comprehending ideas	Managing an organization	Setting work/committee goals
Conducting interviews	Meeting new people	Speaking to the public
Conducting meetings	Motivating others	Summarizing information
Coping with deadlines	Negotiating/arbitrating conflicts	Supervising employees
Counseling/consulting people	Operating equipment	Taking personal responsibility
Creating new ideas	Organizing files	Teaching/instructing/training individuals
Deciding uses of money	Organizing tasks	Thinking of creative ideas
Defining problems	Overseeing operations	Thinking in a logical manner
Delegating responsibility	Persuading others	Writing for publication
Determining problems	Picking out important information	Writing papers/letters/proposals
Developing a climate of enthusiasm, teamwork, and cooperation	Planning agendas/meetings	Writing reports
Developing plans for projects	Planning organizational needs	
Displaying artistic ideas	Predicting futures	
Dramatizing ideas		
Editing work		
Enduring long hours		

COLLIN M. BUSINESS

1 South Main Street ~ Newark, De 19702 ~ 555-555-5555 ~ student@udel.edu

May 1, 2016

Ms. Alison Parse
Tipton Communications
220 Continental Drive
Suite 20
Newark, DE 19700

Dear Ms. Parse:

I am formally applying for the Spring Public Relations Intern position with Tipton Communications. I discovered the position posted on the University of Delaware's Blue Hen Careers database. Tipton Communications is a company in which I can produce results because I identify with the company's passionate strategy of doing whatever it takes to succeed. Whether it is to perfect employee communication, or master publications and graphic design, I am more than capable of helping the company stay true to its mission.

As a senior, marketing major, my educational background and experiences combine for a good fit for Tipton. I took on many leadership positions in group projects throughout my upper level marketing courses. This past November, I attended the 53rd Annual Advertising Career Conference in New York City hosted by the AWPNY and was exposed to insight from top industry figureheads on the industry and its direction. During the summer of 2016, I interned at MTV Networks/Viacom in the Digital Ad Sales department, in which I researched sellable opportunities, maintained information on corporate accounts, and networked with countless professionals. These experiences have combined to validate my true interest in the industry and in an organization like Tipton Communications.

I have been active in many extracurricular activities at the University of Delaware, as indicated by my resume. Leading an online magazine at the university and taking control of its promotional operations has been a very rewarding experience for me. I have also taken part in an endeavor called B.L.U.E. Advertising in which we act as our own advertising and consulting firm for on-campus organizations. My high involvement at school and my incredible experiences in the industry have made me a determined and focused worker who will work hard for success.

I look forward to meeting with you to discuss my candidacy for this position in greater detail. Please contact me if you need any additional information. Thank you for your time and consideration.

Sincerely,

Collin Business

One South Main Street
Newark, DE 19716

August 29, 2016

Strategic Diagnostics
11 Pencader Drive
Newark, DE 19702

Dear Search Committee Members:

I am excited at the opportunity to work for a company with a focus on innovation such as Strategic Diagnostics. Your goal of providing new products and services to effectively solve customers' current and future analytical problems is something I admire. Additionally, your ability to use the technical expertise of your staff in a variety of markets shows the versatility of your methods. Moreover, your strong position in the market and the contributions you make toward the success of your customers is commendable.

Classes taken during my undergraduate studies such as Analysis of Operations Problems and Quality Control, have given me a better understanding of the analysis necessary in improving business processes and products. Through the study of Six Sigma, Lean productions, Simulations, and Dynamic Programming, I have developed a basic knowledge of the techniques used in analyzing problems faced by businesses. I was able to apply those skills and gained a global perspective during my time studying abroad in Australia, New Zealand, and Hong Kong. It was enlightening to notice how a slight change in environment altered the business procedures of the various companies I analyzed.

My leadership roles in various clubs while at the University of Delaware have helped to provide me with the communication and management skills required to successfully work with others in a team environment. As President of Silver Wings, a volunteer organization, I was responsible for organizing and running meetings as well as working with the other officers to develop and execute charity events throughout the year.

I am eager to apply the skills and experience that I have acquired both in and out of the Classroom, and to grow as a professional with Strategic Diagnostics. I have included my resume and look forward to exploring career opportunities with you. Thank you for your consideration.

Sincerely,

Brianna Business

Leah Anne Business

1 South Main Street | Newark DE 19716 | 555-555-5555 | student@udel.edu

August 28, 2016

Deloitte Consulting LLP,
1700 Market Street
Philadelphia, PA 19103

Dear HR Hiring Manager,

Earlier this month I had the pleasure of meeting with one of your employees at a Coffee Chat held at the University of Delaware. During that discussion I learned about, and gained a strong interest in the Deloitte Federal Business Technology Summer Scholar Internship in Arlington Virginia. I am highly interested in pursuing this internship with Deloitte Consulting not only because it is a leader in its field with a broad range of consulting career opportunities, but also because it is a company on the Best 100 Companies to Work for list.

Currently, I am a junior year at the University of Delaware where I am simultaneously earning my B.A. and M.A. degrees in Economics. Despite the demands of pursuing a dual degree, I will graduate on time with my class in May of 2016. In addition to a record of high academic achievement, I have also demonstrated strong leadership and teaming skills in my numerous extra-curricular activities and in my work history that includes a summer internship at Filter Magazine in New York City, several food service jobs, and being a tutor for the UDEL Office of Academic Enrichment. Regardless of the endeavor, I have a strong affinity, and even a passion for problem solving. I believe it is that inherent personal characteristic, combined with my academic preparation and leadership experiences, which makes me a strong candidate for this internship and ultimately, a career in consulting.

For me, there is a strong relationship between leadership and problem solving. I frequently find myself drawn into leadership roles because peers look to me to solve issues that the organization or group is facing. This is the case with my sorority that was newly chartered last year. As a Greek organization, we were expected to participate in campus activities and events in which none of the members had any experience. To start the organization off on the right foot, I accepted the Chair roles for both our Spring 2015 Air Band benefit performance and the Fall 2015 Homecoming Week. Both endeavors were enormously complicated and time-consuming, and required extensive planning, consensus building, and great attention to detail in their execution. I take great pride in knowing that each event was a major success and reflected positively on the entire sorority of 170 women. As with the leadership roles that I have chosen for their blend of challenge and personal interest, I chose Economics as a course of study for similar reasons. Its blend of social science and quantitative analytics appeals to me because it allows for a rich understanding of underlying factors as well as proven methodologies for solving problems. I believe this set of skills and mindset would be valuable to a team of consultants attempting to solve their clients' problems

I have enclosed my resume and transcript for your review and consideration. Thank you for your time and I welcome the opportunity to talk with you in person about the position.

Sincerely,

Leah Anne Business