



# THE CENTER FOR ACADEMIC ADVISING & CAREER ENGAGEMENT

## The Cover Letter and Example

A cover letter is an introduction of yourself to the employer. It is recommended to send a cover letter when applying for a position and to customize the letter to each position.

Header (Use same header as your resume)

Date formatted month day, year (January 1, 2020)

Recipient's Name

Recipient's Title

Company Name

Company Mailing Address

Dear First Name Last Name OR Dear Recruiting Team (Hiring Manager, Talent Acquisition Team),

**Opening Paragraph:** The first paragraph tells the hiring manager why you are writing. State the position and how you learned about the position. Catch the reader's attention by showing interest in the organization and your passion for the industry.

**Middle Paragraph:** Explain how your past experiences make you an ideal candidate. Use specific examples to illustrate your qualifications, highlight and elaborate your strongest qualifications that match the job requirements. Do not rewrite your resume in the cover letter.

**Final Paragraph:** Thank the employer for consideration, indicate your interest in next steps, restate your contact information and refer to enclosures.

A complimentary closure such as "Sincerely,"

Signature (electronic signature is acceptable)



# THE CENTER FOR ACADEMIC ADVISING & CAREER ENGAGEMENT

Fred Falcon

12800 North Lake Shore Drive • Mequon, WI 53087  
(262) 243-4401 • [career.services@cuw.edu](mailto:career.services@cuw.edu) • LinkedIn URL

---

August 19, 2020

Alex Smith  
Director of Human Resources  
XYZ Company  
123 Main Street  
Mequon, WI 53097

Dear Alex Smith,

I am writing to you regarding the Sales Internship position at XYZ Company. I became interested in your company after attending the Employer Spotlight event hosted by the Concordia University Career Engagement team. I am impressed with the focus of innovation and believe my skills and past experiences would make me an asset to your team at XYZ Company.

Through my internship at ABC Company I worked as a vital member of the sales team, showcasing my ability to sell both products and services by exceeding my sales goal by 10%. I took the initiative to learn the EFG CRM software platform and supported the sales manager with her clients. I received valuable feedback and developed a customer-centered approach to sales. Additionally, as a call center student worker I learned how to think quickly in a fast-paced environment particularly when a conversation is not going as anticipated. The team oriented and customer service environment at XYZ Company described during the Employer Spotlight appeals to me and my experiences will allow me to work effectively as the Sales Intern.

My experience and passion for working in sales makes me an excellent candidate for the Sales Intern at XYZ Company. I have attached my resume for you to review and look forward to discussing how I improved ABC sales by 10% and the customer centric approach I took. My contact information is (262) 243-4401 or [career.services@cuw.edu](mailto:career.services@cuw.edu). Thank you for your consideration and I look forward to connecting.

Sincerely,

Fred Falcon