

WRITING YOUR COVER LETTER

MODEL : COMPLETE WITH THE ACTION VERBS FROM THE BOX.

<i>capture</i>	<i>exceeded</i>	<i>optimize</i>	<i>broken</i>
<i>developed</i>	<i>modernized</i>	<i>present</i>	
<i>doubled</i>	<i>obtained</i>	<i>trained</i>	

Dear Mr Crouch,

Having (1) _____ objectives and (2) _____ sales records in all my previous positions, and recently (3) _____ my MBA in marketing at Warwick University, I feel I am an ideal candidate for the position of European Sales Manager at Starfield Nightclubs.

In my last job as senior sales representative for Roxy Entertainment, I (4) _____ new products for teenage customers, (5) _____ sales staff and (6) _____ the membership management system. Over a two-year period, I more than (7) _____ average revenues per venue.

Nightclubs are a highly competitive sector of the entertainment industry, and I am certain I have the skills to (8) _____ market share and (9) _____ Starfield's profitability.

I would be happy to (10) _____ my ideas in more detail at interview, and I will call you early next week to arrange a meeting. If you have any questions, please feel free to contact me before then. Thank you for your time and consideration.

Yours sincerely,
Kiara Pointer

ANALYSIS : DECIDE THE PURPOSE OF EACH PARAGRAPH IN THIS LETTER. WHICH IS INTENDED TO ...

- request action?
- give details of the applicant's accomplishments?
- get the reader's attention?
- relate the applicant to the company, showing why the company should hire her?

TYPICAL DYNAMIC SENTENCES FOR COVER LETTERS : MATCH BEGINNINGS AND ENDINGS. TRANSLATE IN FRENCH.

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| 1. My outgoing personality makes me | A. my formal education. |
| 2. I recently graduated | B. to meet with you. |
| 3. I served as | C. a phone call. |
| 4. I attended school | D. a strong candidate. |
| 5. I supported myself | E. a career in insurance brokering. |
| 6. Jobs such as bartending enhanced | F. talk with you. |
| 7. I have the skills to embark on | G. my coding skills to support the team. |
| 8. I would very much like to | H. by working in radio advertising sales. |
| 9. I will follow up this letter with | I. from the University of Oregon. |
| 10. I can arrange a time | J. in Michigan, Arizona and Oregon. |
| 11. I gained exposure | K. thanks to this opportunity. |
| 12. I leveraged | L. president of the debate society. |