

SUSANS MOST EFFECT COVER LETTER

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Susan pays attention to the details. All the necessary information (applicant's address, date and employer's name, title, company name, address) are included

September 12, 2019

Ms. Glenna James, Manager
Greater Toronto Area Human Resources
ABC Accounting
210 Bay Street, Suite 1435
Toronto, Ontario, M2T 1V6

Susan creates an effective "Marketing Pitch." She highlights the key qualifications for the job and demonstrates why her experiences are a good match

Dear Ms. James,

I believe my academic and work-related background in Accounting, a demonstrated commitment to outstanding customer service and strong teamwork skills as a Sales Associate, Telemarketer, and active community member make me an excellent candidate for the position of Staff Accountant 1 at ABC Accounting. Please find enclosed my resume and unofficial transcript.

As a Bachelor of Commerce student specializing in Accounting, I have maintained a 78% average over my first three years at the University of Toronto Mississauga. My resume outlines the specific Accounting courses I have completed. A summer job as a Payroll Clerk at a large corporation provided me with the opportunity to apply and broaden my accounting skills outside the classroom. Academic and work experiences have combined to reinforce my goal to become a Chartered Professional Accountant.

Susan demonstrates her understanding of the employer's key qualifications by prioritizing the order of her paragraphs. She sees her academic performance and Accounting focus in B. Comm. As first, then customer service and finally teamwork skills.

Outstanding customer service has been key to my success as a Sales Associate over the past with specific Accounting focus in B. Comm. As two years at Sportchek. I have developed strong relationships with individual customers by accurately anticipating their needs and preferences. This customer loyalty has allowed me to regularly surpass my monthly sales objectives and the store manager has commended me for my consistently high level of customer service. Because I have worked with a wide range of people in work, academic and extra-curricular environments, I have learned to effectively adapt my communication style to diverse client needs. I would bring these same skills and dedication to exceeding the needs of ABC's clients.

Susan supports her customer service skills with specific work achievements. She then links this skill set to the needs of the new, potential employer.

Teamwork is key to ABC's success and group projects have been a regular component of my academic program. In addition to contributing my strong organizational skills to ensure timely task completion, I continually look for more creative approaches to projects and to the presentations that make up our course requirements. At the same time, I promote a friendly and co-operative group environment. Creativity and teamwork were also key to the success of the cultural series that I initiated as Event Chair of a student group on campus.

My strong academic performance in Accounting, complemented by excellent customer service match those in the job and teamwork skills, are a good match with ABC's corporate values of a team approach to delivering outstanding client service. I look forward to the opportunity to discuss my fit further at an interview.

In her final paragraph, Susan summarizes her key qualifications that match those in the job posting. She closes with a direct statement that shows her confidence in winning an Interview.

Sincerely,

Susan Singh

Susan's cover letter is tailored to the Staff Accountant position at ABC Accounting. Susan shows professionalism by analyzing the employer's specific needs and then demonstrating these qualifications in her cover letter (accounting background, customer service and teamwork skills).