

RESPONDING TO CLASSIFIED AD USING T-BAR FORMAT

PATRICIA CAPIZZI

1031 Rainbow Lane
Irvine, CA 92720
(714) 555-1791

January 15, 1996

Marianne Cox, Director of Human Resources
Medical Products, Inc.
124 Grant Avenue
Irvine, CA 92720

Dear Ms. Cox:

I noticed your advertisement for Sales Manager in the June edition of the Medical Messenger. I am very interested in pursuing this opportunity and have enclosed my resume for your review.

YOUR REQUIREMENTS

1. Minimum of 5 years' management experience in medical sales.
2. Extensive training & coaching experience.
3. Proven ability to adapt sales programs to meet environmental and economic changes.
4. A solid professional who is respected industry-wide.

MY QUALIFICATIONS

1. I have 8 years experience in medical sales.
2. Received "Trainer of the Year" award, Bristol, Inc., 1994-95.
3. Increased territorial market share 32% per year over past 8 years.
4. Member & Past President, CA Medical Sales Association.

I recently read in a local newspaper that Medical Products, Inc. is streamlining its operations and is positioning itself to expand into the international arena. In addition to meeting the criteria you outlined in the above-mentioned ad, I speak four languages fluently and can be an asset in the area of international sales.

I will take the liberty of calling you early next week to discuss the possibility of arranging a face-to-face meeting to explore a number of ways I feel I can contribute to Medical Products, Inc. Have a great day and I look forward to speaking with you next week. Thank you.

Sincerely,

Patricia Capizzi

Encl: Resume

UNSOLICITED LETTER

STEVE DUDASH

504 Orange Circle, Crystal, MN 55428 (612) 555-8978

March 4, 1996

Mr. Arthur C. Bates, Executive Director
Palm Beach Visitors and Convention Bureau
122 Convention Plaza
West Palm Beach, FL 33408

Dear Mr. Bates:

Palm Beach County, according to reliable publications, is one of the fastest-growing counties in the United States. I applaud the tremendous work you are doing at the Palm Beach Visitors and Convention Bureau to attract major events, further improving the economic climate of our thriving area. Your achievements, showcased as the cover story in the latest *Convention Center, International*, are impressive, and I for one would like to be a contributing sales member of your professional team.

I understand from the article that you are looking to become the number one convention center in Florida, and I feel my sales skills and abilities can help tip the scales from Orlando to Palm Beach! I offer you:

- * 9 years of proven experience in convention/event sales
- * A verifiable track record for closing major national events
- * Strong market analysis and strategic planning skills
- * A personable, team-spirited professional with a strong network (national) in place

I will be in West Palm Beach next month. If possible, I would like to visit and personally meet with you to introduce myself and my qualifications. I will take the liberty of calling you next week to arrange such a meeting.

Thank you for your time and consideration. I look forward to speaking and meeting with you soon.

Sincerely,

Steve Dudash

LETTER TO EXECUTIVE RECRUITER

Kirby Hughes

1477 SW 40th Court, Coral Springs, Florida (954) 555-6583

September 12, 1996

Ms. Lori Harding
Robert Half International, Inc.
1450 E. Las Olas
Fort Lauderdale, FL 33444

Dear Ms. Harding:

If you are in search of a senior-level engineering manager for one of your executive searches, you may want to give serious consideration to my background.

Highlights of my experience are:

- M.S. Mechanical Engineering, University of Florida
B.S. Electrical Engineering, Georgia Tech
- 16 years Engineering and Management experience with:
 - Pratt & Whitney; V.P. Engineering (aircraft division), 4 years
 - IBM; Director of Project Engineering (software interface), 7 years
 - Boeing Corporation; Project Engineer, 5 years

In my current capacity as Vice President for Pratt & Whitney I manage an engineering group of 450 responsible for aircraft motor design in three facilities in the country. This includes engineering design through to process design of manufacturing.

I have established a strong reputation for the quality and quantity of capital project work completed in my department. I have a solid reputation as a demanding and fair leader. The work performed under my direction has come in at or below budget, and we always meet project deadlines.

I have chosen to leave Pratt for personal reasons; they are unaware of my decision. My current compensation is about \$130,000. Should you be interested, please contact me at home at (954) 555-6583.

Sincerely,

Kirby Hughes

REFERRAL FROM A THIRD PARTY

BEN CHANG

125 Torrey Pines Drive
Del Mar, CA 92103
(310) 555-5330

September 21, 1996

Ms. Darleen Henley, Sales Coordinator
TJ Cellular Corp.
2300 La Jolla Blvd., Suite 400
La Jolla, CA 92164

Dear Ms. Henley:

A mutual acquaintance, Mr. Roger Smith, recommended that I contact you regarding a possible sales opportunity with TJ Cellular Corp. I have taken the liberty of enclosing my résumé for your review. Thank you in advance for your consideration.

I now realize that I have been missing "my calling." *I love sales, but have not been selling the products and services that I love.* I am a strong sales professional with solid technical skills, but have not been selling technical products. As Sales Manager for PDC (please refer to resume), I must have sent two dozen people to your company to purchase cellular phones (and they bought!), after they saw the slick phone I use that I purchased from you!

Now here's the irony—I get more excited promoting your phones than I have ever gotten from promoting anything I've ever sold—and I've been successful in all my sales endeavors! This is why I would like to pursue a sales position with TJ Cellular.

I have over 20 years of successful sales experience. I offer you the following:

- ⇒ A strong closer; excellent cold-canvassing and market development skills
- ⇒ A professional demeanor
- ⇒ A strong network of contacts in place
- ⇒ Enthusiasm and high energy

Though my résumé is quite detailed, it cannot fully profile the manner in which I have been successful. This can only be accomplished in a face-to-face meeting where we can exchange information and examine whether there might be mutual interest. I will call you in the coming week to arrange an interview. Again, I thank you for your time and review, and look forward to meeting with you soon.

Sincerely,

Ben Chang

FOLLOW-UP TO INTERVIEW

Joe Saracino

1497 Dale Mabry Boulevard • Tampa, Florida 33587 • (813) 555-6684

February 8, 1996

Mr. Mike Cline
Director Sales and Marketing, PCS Wireless
3333 Westwood One
Tampa, FL 33587

Dear Mr. Cline:

I would like to thank you for meeting with me last week to discuss PCS Wireless and the possibility of my joining your team. I've been working in the wireless industry with Bell Atlantic since college, and becoming part of a startup operation is a very exciting prospect.

I have learned a great deal about the wireless industry over the last two years. Between the cellular incumbents, the new PCS licensees, resellers, and future C-Band entrants, your market is sure to be very competitive. Obviously pricing will become more competitive, but to become the market leader will require positioning beyond price.

PCS Wireless has the opportunity to change this local market, one of the largest in the country. With new services and a better quality product, you have a great opportunity to make your operation the new standard in Central Florida. Mike, I am very interested in becoming part of this team and building this customer base.

The marketing role I have at Bell Atlantic is a great foundation for working in a business development capacity with you. I have had to conduct market research, target market segmentation analysis, and competitive analysis, and prepared various business planning presentations. This kind of market research and wireless experience would be a key added value to your staff.

Thanks again for staying in touch over this. There are few opportunities one gets to work in a dynamic organization, and I'd like to be a part of this one. I would like to be involved in the sales or promotions part of your team, where I can be of the greatest value. I will talk to you more as you near your launch.

Sincerely,

Joe Saracino

LETTER TO EXECUTIVE RECRUITER

Christopher Gladden
846 Blue Ridge Circle
Miami, FL 33335
(305) 555-7893

June 3, 1996

Mr. John Loureiro
TTS Personnel
420 Lexington Avenue
New York, NY 10170

Dear Mr. Loureiro:

Several of my associates in the communications industry here in South Florida have mentioned you as someone experienced with similar firms in the New York area. We should talk soon.

My experience with sales and distribution of wireless communications products in this market is certainly one of success:

- After I became Regional Sales Manager for Pactel in 1988, we improved our sales by 55% in one year. The sales staff was demoralized, and we improved their training and replaced other staff members. Our market share is up to 22% in just three years.

- We created a selling program locally that resulted in an 18% higher closing rate, and that program was taken on the road to train all other Pactel sales reps.

Unfortunately, all this hard work has caused the company to be acquired. The new brass have indicated a desire to sell off the division I manage. This is a great opportunity for me to return to New York. I will call you next week to discuss possible opportunities in the "Big Apple."

Sincerely,

Christopher Gladden

COLLEGE STUDENT RESPONDING TO CLASSIFIED AD

NIKA NIKSIRAT
215 Hartman Drive
Portsmouth, NH 03801
(603) 555-4606

January 26, 1996

Mr. Howard Speller, General Sales Manager
Speller Automobiles, Ltd.
325 Rolling Woods Highway
Dover, NH 03723

Dear Mr. Speller:

I am a recent college graduate with a B.A. Degree in Automotive Marketing & Management. I have also been part of a family-owned automobile distributorship for nearly all my life, so cars are my life!

I noticed your advertisement for *Automotive Sales and Marketing Assistant* in the June 14th edition of the *Dover Star*, and have submitted my resume for your consideration.

You mentioned in the advertisement that the successful candidate must have:

- | | |
|---|-----------------|
| 1) A Bachelor of Arts degree | I do |
| 2) Excellent communications skills | I do |
| 3) Ability to work well with people at all levels | I do |
| 4) Eagerness to learn and "pay my dues" | I am and I will |

This is a job that I believe was made for me. I am familiar with your operation, as I am originally from this area. I am available immediately, and offer you competence, dedication, and a good work ethic. If you don't mind, I will call you next week to see if a personal interview can be scheduled.

Thank you for your consideration and I look forward to speaking with you next week.

Sincerely,

Nika Niksirat

LETTER FROM RECENT COLLEGE GRADUATE

Roberta Alexander

222 Highway 18, Scarsdale, NY 10001
(914) 555-8699

June 3, 1997

Mr. Bill Smith
Blockbuster Entertainment Corporation
100 Blockbuster Way
Fort Lauderdale, FL 33310

Dear Mr. Smith:

I really enjoyed meeting with you yesterday. It was interesting hearing all of Blockbuster's exciting new plans, and I was particularly excited about how this position fits into the big picture.

My skills would be a real advantage for Blockbuster at this time. I relish opportunities to be creative and solve problems, and it was great to see that Blockbuster hasn't lost its innovative spirit as it's grown. I agree you need someone who is flexible and comfortable working under pressure and time constraints, and I believe that someone could be me!

I'm sure many of the candidates you interviewed have the technical skills to function as a Field Support Representative. You stressed the importance of decision making in this position. That is one aspect that separates me from other candidates. I believe in problem solving and making decisions, and showing my supervisor the desired end result, not a half-finished product. Please follow up with my previous employer as we discussed.

I hope to hear from you soon. If you have any questions please call me at home or work.

Sincerely,

Roberta Alexander

RETURN TO WORKFORCE

CYNTHIA REID-HERRING

1117 Aaron Lane, Reidsville, GA 30453 (912) 555-4337

March 9, 1996

Ms. Andrea Kazen, RN, Head Nurse
Thompson Medical Complex
230 Medical Way
Reidsville, GA 30453

Dear Ms. Kazen:

I have returned home! After 25 years of living in Florida, I have returned home to spend the second half of my life where it all began. I am presently exploring nursing positions at Thompson Medical Complex and have enclosed my updated resume for your review.

I worked here in the 1960s. I left on great terms, have outstanding references, and would love to come back and conclude my career where I started.

As you see from my resume, I have not formally worked in the past 24 months. I have spent time with my children and grandchildren, traveled a bit with my semi-retired husband, and have taken advantage of my free time to take a number of continuing education courses to improve my skills for 21st-century America—including computer courses, Advanced Nursing Techniques (JFK Medical Center), and other personal development-related workshops and seminars.

Now back in Georgia, I am seeking part-time employment. I am flexible as to the shifts and days I can work, and would like to find a position that would allow me to work about 24 hours per week. I can work three 8-hour shifts or two 12-hour ones. I have excellent letters of reference from my years in Florida, in addition to the fine reputation I left behind when I left Georgia some 25 years ago.

I will stop by your office next Tuesday between 2PM and 3PM to fill out your formal application. If you can take a few moments to see me at that time, I would be very grateful. I will call you on Monday to see if this can be arranged.

Thank you for your attention. I am excited about the possibility of returning to Thompson Medical Complex.

Sincerely,

Cynthia Reid-Herring, RN

BROADCAST LETTER—CURRENTLY EMPLOYED

JAMES BARESSI

125 Meadowlark Drive
Palm Beach, FL 33407
(407) 555-9102

May 6, 1996

Mr. Grant D. Powers, CEO
Golden Bear International
Golden Bear Plaza
11712 U.S. Highway 1
North Palm Beach, FL 33412

Dear Mr. Powers:

Your Controller, Mr. Gerald Haverhill, informed me that you are presently interviewing candidates for the position of MIS Manager. I would be very interested in pursuing this opportunity and would like to schedule a meeting to discuss it.

I have worked for a major entertainment company headquartered in the Southeast for the past 8 years as Director of MIS. Like Golden Bear International, my present employer has multiple divisions (14), employees located around the globe, and a worldwide reputation for excellence. Our company relies heavily on solid MIS management for our comprehensive data processing needs. I am proud to say that our department has remained "one step ahead of the company's growth," so we have consistently been in the enviable position to plan our future, rather than react to it. I am specifically responsible for developing MIS programs to address:

Tax Accounting	Budget & Reporting
Cash Management	Payroll (1,800 people)
Government Reporting	Audit Management
Inter-Company P&L's	Foreign Country Reporting
Purchasing & Inventory Control	Sales Forecasting
Management Reporting	Research & Development

Though I have been fortunate to have a myriad of bottom-line accomplishments, three in particular come to mind:

- 1) Saved the corporation \$1.3 million/year in research funds by convening and leading a "think tank" (9-person team) to study methods for reducing new product development (NPD) time through computertronics. Within 6 months, the group developed a method to reduce NPD by 67% through enhanced computertronics using a sophisticated software program. The results led to yearly savings of \$1.3 million while concurrently enhancing product quality.

James Baressi
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- 2) Saved the corporation \$1.2 million per year by consolidating Data Processing departments of 4 new acquisitions. We improved DP and electronic reporting times by a near-impossible 50%, while reducing worldwide staffing requirements some 62% through consolidation.
- 3) Worked closely with programmers to create an innovative taxation reporting program that tracked 8 individual taxable categories for 11 countries. Results of this 9-month project were threefold: 1) Reduced tax penalties (late filings) 95% (From \$187,000/year to less than \$10,000); 2) decreased regulatory audits by nearly 85%; and 3) reduced duty and tax fees paid by over \$203,000 a year.

This is just a sampling of what our MIS department has contributed to the bottom line. I must admit that my ability to anticipate and strategically plan for growth is the key to success. Goal setting, organization, time management, accountability, and teamwork are at the foundation of my management philosophy. We love what we do and are proud of our accomplishments.

Mr. Powers, I enjoy my work very much and am challenged by it. As anticipatory as I am, I now foresee a possible merger with a Fortune 50 firm in the next 12 to 18 months. If this takes place, I would be asked to transfer out of South Florida. At this time, I would resist such a move and am exploring alternative employment opportunities. However, in the event I have not made a decision to accept new employment, I will be forced to relocate, thus the overly protective nature of this letter in not broadcasting to you, or anyone else, my current employer or employment history. I am sure you can appreciate that confidentiality is critical for me at this time.

If, after reviewing this letter, you feel as I do that I would be a valuable addition to your management team, I will gladly furnish you with a comprehensive resume.

Please expect my telephone call in the coming week. Quite possibly we could arrange a personal interview where I can further demonstrate my work ethic, history, and specific contributions.

Thank you for your time and consideration. I look forward to speaking with you next week.

Sincerely,

James Baressi