Ineffective

457 Mountain View Rd.
Clear Lake, IA 50428
June 16, 2020

Ms. Patricia Downing, Store Manager
Walmart
840 South Oak
Iowa Falls, IA 50126

Dear Ms. Downing:

Do you have any openings for people who want to move into store management? I am really looking for an opportunity to get a job like yours, even if it takes starting at a low level and working my way up.

Allow me to list some highlights from my enclosed résumé. First, I hav BA degree in retailing, which included such key courses as retailing, marketing, management, and business information systems. Second, I have worked as a clerk and as an assistant manager in a large department store. Third, I have experience in the customer-facing aspect of retailing, as well as operations, marketing, and personnel supervision.

Successful retailing is about more than systems and procedures. It is also about anticipating customer needs, fostering positive relationships with the community, and delivering the type of service that keeps customers coming back. Retailers that fail in any of these areas are doomed to decline in today's hypercompetitive sales environment. I am the sort of forward-thinking, customer-focused leader who can help you avoid this fate.

I will call you next Wednesday at 2:00 to explain why I would make a great addition to your team.

Sincerely,

Glenda Johns

Glenda Johns
Enclosure

(a) The writer commits three major mistakes in the first paragraph: asking a question that she could answer herself by visiting the company's website, failing to demonstrate any knowledge of the company, and making the message all about her.

(b) This paragraph merely repeats information from the enclosed résumé, which wastes the reader's time and wastes the opportunity for the writer to present a more complete picture of herself.

(c) Johns' attempts to show that she understands retailing, but this paragraph comes across as an arrogant lecture. The tone is particularly inappropriate, given that she is writing to the store's top manager.

(d) The call to action is overly aggressive, and it presumes that the reader will be available and willing to take a phone call from a complete stranger about a job opening that might not even exist.

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Ms. Patricia Downing, Store Manager
Walmart
840 South Oak
Iowa Falls, IA 50126

Dear Ms. Downing:

Even with its world-class supply chain, admired brand name, and competitive prices, Walmart obviously would not be the success it is without enthusiastic, service-driven associates and managers. If you have or foresee an opening for such a professional, someone eager to learn the Walmart way and eventually move into a management position, please consider me for the opportunity.

As an associate or management trainee, I can bring a passion for retailing and the perspective I've gained through academic preparation and four years of experience. (Please refer to my enclosed résumé for more information.)

Working as a clerk and then as an assistant manager in a large department store taught me how to anticipate customer needs, create effective merchandising, and deliver service that keeps customers coming back. Moreover, my recent BA degree in retailing, which encompassed such courses as retailing concepts, marketing fundamentals, management, and business information systems, prepared me with in-depth awareness of contemporary retailing issues and strategies.

I understand Walmart prefers to promote its managers from within, and I would be pleased to start out with an entry-level position until I gain the necessary experience. Could we have a brief conversation about the possibilities of joining your team? I am available by phone at 641-747-2222 or email at glendajohns@mailnet.com.

Sincerely,

Glenda Johns

Glenda Johns
Enclosure

(a) Johns gets the reader's attention by demonstrating good awareness of the company and the type of people it hires, presents herself as just such a professional, and then asks to be considered for any relevant job openings.

(b) Johns uses the body of her letter to expand on the information presented in her résumé, rather than simply repeating that information.

(c) The close builds the reader's interest by demostrating knowledge of the company's policy regarding promotion.

(d) The call to action is respectful, and it makes a response easy for the reader by providing both phone and email contact information.

Figure 14.2 Unsolicited Application Letter

Position			Supply Chain Pricing Analyst		Apply
Position code	T23-6678	Location	Tacoma, WA	Status	Full-time

Sea-Air Global Transport has an immediate opening for a supply chain pricing analyst in our Tacoma, WA, headquarters. This challenging position requires excellent communication skills in a variety of media, a polished customer service presence both in person and over the phone, and proven aptitude in statistical analysis and business mathematics.

The minimum educational requirement for this position is a bachelors degree or equivalent, preferably in business, statistical methods, or applied mathematics. Experience in customer service is highly desirable, and experience in transportation or logistics is a major plus.

Click here to learn more about Sea-Air or click here to explore the attractive compensation and benefits packages we offer all employees.

← Smith's application letter echoes the language of the job posting.

27225 Eucalyptus Avenue
Long Beach, CA 90806
March 13, 2020

Hiring Manager
Sea-Air Global Transport
5467 Port of Tacoma Rd., Suite 230
Tacoma, WA 98421

Dear Hiring Manager:

27225 Eucalyptus Avenue
Long Beach, CA 90806
March 13, 2020

Hiring Manager
Sea-Air Global Transport
5467 Port of Tacoma Rd., Suite 230
Tacoma, WA 98421

Dear Hiring Manager:

The first sentence grabs attention by indicating knowledge of the company and its industry.

Sea-Air Global Transport consistently appeared as a top transportation firm in the research I did for my senior project in global supply chain management, so imagine my delight when I discovered the opening for an export pricing analyst in your Tacoma headquarters (Position Code: T23-6678). With a major in business and a minor in statistical methods, my education has been ideal preparation for the challenges of this position.

The opening paragraph identifies the specific job for which he is applying.

In fact, my senior project demonstrates most of the skills listed in your job description, including written communication skills, analytical abilities, and math aptitude. I enjoyed the opportunity to put my math skills to the test as part of the statistical comparison of various freight modes.

In this discussion of his skills, he echoes the qualifications stated in the job posting.

The reference to his résumé emphasizes his customer service orientation and also shows he has done his homework by researching the company.

As you can see from my résumé, I also have more than three years of part-time experience working with customers in both retail and commercial settings. This experience taught me the importance of customer service, and I want to start my professional career with a company that truly values the customer. In reviewing your website and reading several articles on Lloyd's List and other trade websites, I am impressed by Sea-Air's constant attention to customer service in this highly competitive industry.

My verbal communication skills would be best demonstrated in an interview, of course. I would be happy to meet with a representative of your company at their earliest convenience. I can be reached at dalton.k.smith@gmail.com or by phone at (562) 555-3737.

In the close, he politely asks for an interview in a way that emphasizes yet another job-related skill.

Sincerely,

Dalton Smith

Dalton Smith