

SAMPLE COVER LETTERS

POSITION DESCRIPTION

Chart your course for success in a fast-paced learning environment and get set to become a top-performing account manager in the group insurance segment of the employee benefits industry. Highly motivated and results driven recent grads and early-career professionals will experience on-the-job and classroom training, coaching and mentoring as part of CIGNA Group Insurance's Leadership Development Program.

August 22, XXXX

Ms. Kim Dean
University Relations Specialist
CIGNA Corporation
900 Cottage Grove Road, A-122
Hartford, CT 06152

Address your letter to a specific person

Immediately state the purpose of your letter

Dear Ms. Dean:

Please consider my enclosed resume for the CIGNA Leadership Development Program. Currently, I am a senior majoring in marketing at the University of Notre Dame. The qualities I have to offer CIGNA in this program include:

- **An achiever with outstanding interpersonal skills:** While working as an intern at XYZ Company, I was selected for the marketing strategy team that partnered to increase revenue by 41% and customer base by 20%. Prior to attending Notre Dame, I volunteered for a local non-profit organization where I worked with clients from different cultures. Based on my contributions and commitment to the organization, I earned recognition as "Volunteer of the Month."
- **Demonstrated leader and team player:** I co-founded a student organization aimed at increasing community service involvement campus-wide. Over the past three years, we have been able to generate a 32% increase in student participation, and have made valuable contributions to the community. I also served as a Resident Assistant in one of the University's largest residence halls while achieving a 3.59 GPA in my classes.
- **Excellent analytical and quantitative abilities:** In a team-based business simulation, I continuously analyzed the market and our competition for a financial services firm throughout the semester. The professor acknowledged our final project as being "an outstanding example for future classes." Last summer as an intern, I participated in a cross-functional team to assess a proposed business venture expanding customer product offerings.

Use this format to draw attention to specific skills and show when and how you have used them

1807 Construction Road
Apartment #18
Notre Dame, IN 46556

October 15, XXXX

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Mr. Phillip Sorrel
Director of Sales
ABC Corporation
1 Industry Plaza
Framington, NJ 20589

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Start out with the name of your referral if applicable

Dear Mr. Sorrel:

I recently spoke with Mr. Connors at the Fall Career Expo at the University of Notre Dame regarding career opportunities within the pharmaceutical industry, and he suggested I contact you. ABC Corporation's recent market expansion and use of the most current biotechnology in its products is particularly impressive. I am very interested in a Pharmaceutical Sales Representative position with your company and have enclosed my resume for your review.

My Science Business education has exposed me to principles of business—marketing, accounting, finance, and management—while also establishing the strong science foundation necessary in the pharmaceutical industry. As a marketing intern last summer, I applied and developed these skills in a corporate environment. Through interaction with clients ranging from computer hardware businesses to local grocers, I fostered strong communication skills and the ability to work with diverse customers. Additionally, I am committed to achieving results. For example, my new approach to marketing an on-campus community service program increased student participation by 25%. Given my goal-driven nature and desire to succeed, I am confident that I can make a positive contribution to your Sales Department.

I would like the opportunity to further discuss my qualifications and any sales opportunities within ABC Corporation. I will call you during the week of November 1 to see if we might schedule a convenient time to meet. I look forward to our conversation.

Sincerely,

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Mary Flint

Enclosure

Include if sending a hard copy of the letter and resume.

CIGNA is a long-time leader in providing full-service solutions. Through this approach, the company has continued to expand its client base and market position for more than 125 years. Specifically, your mission to help people lead healthier, more secure lives matches my own personal values and interests, as demonstrated through my community service efforts.

I am committed to adding value and contributing to CIGNA's global expansion. Please consider placing me on your interview schedule during your campus visit. Thank you in advance for your consideration. If you have questions prior to your visit, please feel free to contact me at (574) 258-5555.

Sincerely,

Peter Smith
Peter Smith

Demonstrate your research and knowledge of the company and express your enthusiasm and interest

Show that you've done your research to keep the reader's interest

Draw attention to relevant skills, as defined by the job description, and demonstrate when and how you have used them

POSITION DESCRIPTION

The Pharmaceutical Sales Representative is responsible for achieving sales goals and implementing company-approved programs within a (company assigned) geographically defined territory. This is accomplished by providing company-approved information and services to all classes of accounts such as physicians, retail pharmacies, hospitals, wholesalers, and managed care organizations. The Sales Representative is also responsible for coordinating sales strategies with appropriate teammates to maximize sales in territory.