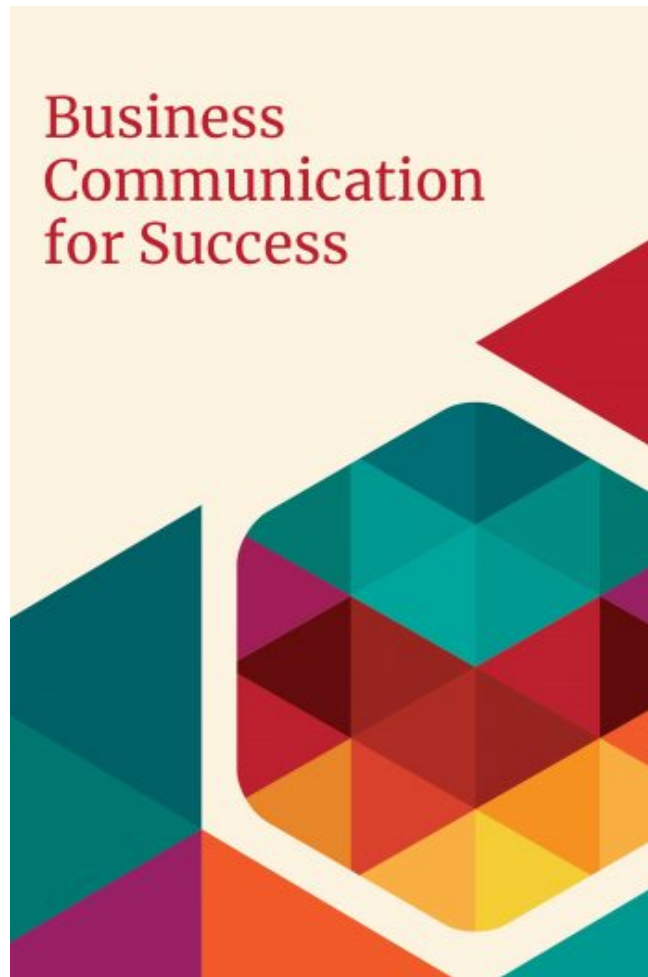


Business Communication MGT 303



Cover Letters & Nonverbal Communication (Ch. 11)

7 New Rules For Writing The Perfect Cover Letter

By Alison Griswold

1. Keep your letter short enough for someone to read in 10 seconds.
2. Hook your reader's interest in the first sentence.
3. Pick two or three skills from the job description and show you have them.
4. Use numbers and statistics to back up your claims.
4. Don't just rehash your résumé in paragraph form.
5. Address your cover letter directly to the hiring manager or recruiter.
6. Customize your tone for the company culture.
7. Proofread carefully, and consider getting a second pair of eyes.

Examples of Bad Cover Letters



More ▾

----- Forwarded message -----

From: [REDACTED]
Date: Mon, Oct 7, 2013 at 11:28 PM
Subject: Your next sales associate
To: [REDACTED]

Hey [REDACTED]

You're probably reading a lot of applications. And you're probably not enjoying yourself. I'm writing this cover letter, and I'm not enjoying myself, either. So, let me cut to the chase.

I won't pretend that your company's mission is my passion, but I do think sales are interesting, and you seem to have a strong background per your LinkedIn page. If you hire me, I'll show up for the hours you expect me to, and do what's asked, and you'll like me. Let's face it: That puts me ahead of 99% the applicants already.

I graduated from [REDACTED] and was well liked there. And you know the importance of that for sales. I'm willing to bet that you won't like the personality of most of the people who appear to be "qualified" for this entry-level position, based on the fact that if they've had time to meet the qualifications for this job by the time they graduated college, they likely have no social skills. As someone who was voted "Life of the Party" both in high school and my fraternity, you won't have to worry about hiring some stiff loser who will poorly represent the youthful image of your company, or any other worries you might have about your new hire being a cultural fit.

You'll notice that I haven't talked about what skills I have yet. Do I honestly need to? I went to an elite institution, and we all know I'd figure out how to use whatever programs you'd like me to toil away with. Working at your company doesn't take a rocket scientist, and I think we both know that, but the type of person you hire will matter, especially for your size team.

Get back to me if you're looking for someone who you'll actually enjoy working with.

[REDACTED]

Monday, July 19, 2010

To Whom It May Concern:

I am submitting my resume for your consideration, because I feel that I would be very suitable, for the position, for which you are hiring, due to my experience, knowledge, education and skills. I am very willing and capable of learning any new skills, in order to fulfill the duties required to perform the job at hand. Thank you, for your time, and giving me the opportunity to speak with you, during an interview. I look very forward to working with you.

Sincerely,

X _____

Dear, Aquarium:

Hey there! Every since I was a young boy, I have had a love and passion for marine mammals. The first time I swam with dolphins I was five years old and from that moment on I knew I wanted to be trainers. What's crazy is that there is nothing else I would ever want to do with my life. Its my lifelong dream to work with these amazing animals and am willing to do whatever it takes to make that happen. I have spent every summer since I was 10 visiting your park and cannot wait to be one of the trainers instead of one of the guests. I know all the dolphins by name and already know what some of the hand commands mean. Please let me know what you would like me to do, because I'll do it! Thank you for your time and I am so excited!

Sincerely,

John Smith

Dear Ms. Morgan:

I am very interested in applying for the position of Office Manager, in Canandaigua.

In the last 22 months I was working as an Executive Assistant to the Owner's of ~~St. James Restaurant~~. I was responsible for several day to day tasks in running a corporate office in their business, as in answering phones, e-mail, and handling communication with other staff on behalf of the owner; and acted as the Liaison to the Owner. I over have over twenty wonderful years of experience in the Administrative Assistant field, along with updating my skills yearly.

In addition, I worked with high profile executives for several years acquiring complex skills with each project. For example, I assisted the Chief Marketing Officer and other Senior Principal Managers with support including preparation of documents, spreadsheets, organizational charts, reports, presentations, logs/databases, and schedules; budget/financial tracking; meeting minutes; action item tracking and calendar management, all in a confidential matter.

As a member of your team at our school I will offer:

- Reliability, efficiency, accuracy and dedication with my duties.
- Familiarity with computer software applications and general office procedures.
- Honesty, maturity, and ability to look at opportunity towards challenges.

My aim is to set up a time so that we can get together to discuss how my professionalism, talent, and enthusiasm will help our school. I look forward to hearing from you soon.

Thank you for consideration.

Sincerely,

Re: Employment

Human Resources,

Within seeking employment, I chose to write your company in regards to becoming a part of your working environment. Heartfully, it would be the highest choice of my smile to discuss myself being hired for the above regarding or an opposite position that my work potential edifies.

Please find enclosed an entailment of my work quality and references in making your decision to see the choice I am. To hear from you at your heart's delight would be the intrigue of my day to discuss salary and additional beneficial requirements.

I could be reached at [REDACTED] to schedule an appointment to meet with you to complete our minds' anticipation.

Sincerely,

Using Plain Language

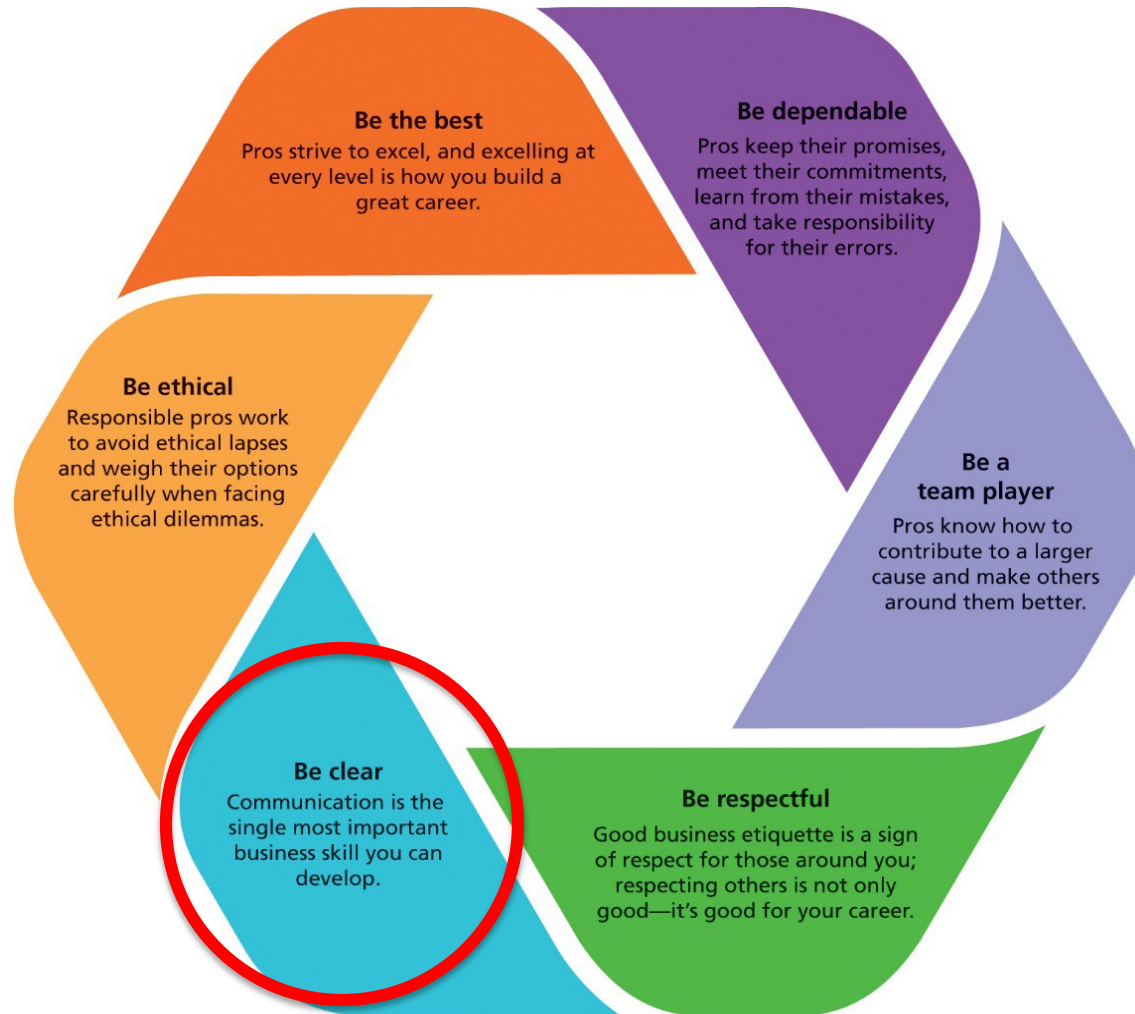


Can be understood
on **first read**

More profitability due to
less wasted time interpreting
message

Easily Grasp
Your **Meaning**

Professionalism Traits



Examples of Bad Cover Letters

Chandra Watkins | 4 Church St. | Somertown, NJ 08888 | (555) 555-5555 |
chandra@somedomain.com

[Date]

Mr. Stephan Scheck
Innovation
6553 Carlisle Drive, Suite 300
Los Angeles, CA 90048

Dear Mr. Scheck,

I would like to apply for a summer internship position with Innovation. I learned of your company through the placement center at the University of Missouri.

I am currently majoring in architecture at the University of Missouri and will receive my degree this spring. While I have a comprehensive architectural background, my emphasis is on rehabilitation and renovation.

I previously held an internship at Smithers & Associates, a St. Louis-based architecture firm. While there, I used CAD technology to help design floor plans for a multi-level retail space. I also used the drafting techniques I learned on the Digital Terrain Modeler (DTM) to assist on the redesign of a movie theater in downtown St. Louis. This could be of interest to you, as I recently read on your website that Innovation will be renovating three entertainment venues in the coming year.

I would like the opportunity to meet with you to discuss any internship openings you might have. Please let me know if you have any questions or would like to see some work samples. You can reach me by phone at (444) 536-1212 or by email at cwatkins@email.com.

Thank you for your consideration.

Sincerely,

Chandra Watkins

Don Bass

[Street Address] New York, NY
#####

Email: [email Address]

Phone: 777-666-5555, Mobile: (333) 333-
#####

Today's date

Mr. Eli Field
ABC Enterprises
Street Address, City, State, Zip

Re: Creative Director

Dear Mr. Field,

When I read your job posting in the Marketing News this week, it was as if your ad grabbed me by the tie and demanded, "Send in your resume now! This position is for you!".

Attached please find my resume, in which you can see that I have 23 fruitful years of experience working as a creative director, and that I earned an MFA from University of Southern Maine.

I've consistently provided creative solutions to clients and executed projects to their complete satisfaction. In addition to leading brainstorming sessions to determine strategies for each brand and client, I've specialized in:

- Designing appropriate business plans
- Supervising the entire creative team and coming up with new ideas
- Communicating superbly with clients, customers, and co-workers

In addition to a literal portfolio of projects I've worked on, I have a virtual portfolio of idea which I believe will be of great benefit to ABC Enterprises. I would be honored to come to your office to meet with you to discuss this opportunity further in person.

Please contact me at 777-666-5555 or at [yourname@gmail.com] so we can determine a mutually convenient time to meet.

Thank you for your consideration.

Don Bass

Enclosure: Resume

Entry-Level Cover Letter

✉ your.name@gmail.com

☎ (123) 456-7890

📍 142 Your Address Blvd, City Name, CA 12345

Hiring Manager's Name
341 Company Address
Palo Alto, California 94301
(555) 239-5678
hiring.manager@gmail.com

Dear [Hiring Manager's Name],

As a long-term admirer of the impressive work being done by the team at Mayflower Technologies, I'm delighted to submit my application for the entry-level IT technician opening posted on LinkedIn. As a recent graduate from the University of Rochester with a B.S. in Computer Science, I'm confident that my knowledge of Linux systems, experience in backend coding, and precise attention to detail would make me an asset to the team at Mayflower.

In my former role as a student worker at the University of Rochester's Technical Services department, I was responsible for troubleshooting a variety of technical issues for staff, assisting with server maintenance, and installing a wide range of equipment. While employed there, I assisted in the development and rollout of new department practices, and helped improve our ticket response time by 12%. I'm sure that this experience will help me start contributing quickly at Mayflower.

I also understand that Mayflower is seeking to expand their cloud computing services. While at the University of Rochester, I specialized in and completed my thesis on cloud computing. The IT technician position at Mayflower is an exciting opportunity for me to use this educational background, as well as learn more about a growing industry.

I've attached my resume, which further details my skills and education. Please do not hesitate to reach out if you have any questions, and I look forward to the opportunity to speak with you further. Thank you for your time and consideration.

Sincerely,

[Your Name]

Susan Morris

Customer Service Specialist

4/21/19

Audi Danz
Marketing Manager
XYZ Foods
1098 Hickory Heights Drive
Chattanooga, TN 12603

Dear Ms Danz,

It would realize a long-term dream of mine to fill the open digital marketing specialist position here at XYZ Foods. When I first got my job in customer service here, it was because your team member Arnold Dickey advised me to take any job at the company, exceed expectations, build marketing skills, then apply for a transfer to marketing. After just two months I was promoted to senior customer service agent for quick thinking and a strong work ethic. (I saved the company \$2,000 a month with one suggestion.)

I read the job posting carefully and spoke with several of your team members. I know the position calls for product knowledge, written and verbal communication, and a strong sense of who our customers are. I believe I'm the perfect fit. I've passed quarterly product knowledge quizzes with the highest scores in my department. I've used strong communication skills to achieve 95% positive customer survey scores and write up daily error-free reports. My department record of 75+ calls handled per day gives me an excellent understanding of our target demographic.

The most compelling part of this position to me is that it's the perfect fit. I've dreamed of working as a digital marketing specialist at XYZ for the past seven years, taking fifteen online classes from Wharton and doing 20 freelance projects on nights and weekends.

My supervisor here at XYZ customer service is happy to let me meet with you any weekday. Can we set up a time to chat about how I can exceed your expectations as I've exceeded hers?

Sincerely,

Susan Morris

615-221-6217
susan.q.morris@gmail.com

Personal Info

Address

1098 Hickory Heights Drive
Chattanooga, TN 12603

Phone

615-221-6217

E-mail

susan.q.morris@gmail.com

LinkedIn

linkedin.com/in/susanqmorris

Entry-Level Cover Letter

✉ your.name@gmail.com

☎ (123) 456-7890

📍 142 Your Address Blvd, City Name, CA 12345

Hiring Manager's Name
341 Company Address
Palo Alto, California 94301
(555) 239-5678
hiring.manager@gmail.com

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I also understand that Mayflower is seeking to expand their cloud computing services. While at the University of Rochester, I specialized in and completed my thesis on cloud computing. The IT technician position at Mayflower is an exciting opportunity for me to use this educational background, as well as learn more about a growing industry.

I've attached my resume, which further details my skills and education. Please do not hesitate to reach out if you have any questions, and I look forward to the opportunity to speak with you further. Thank you for your time and consideration.

Sincerely,

[Your Name]

July 20, 2020

James Smith
Hiring Manager
Citytown Therapy
35 Oak Avenue
Citytown, IL 60416

Dear Mr. Smith,

I was thrilled to see your ad for an occupational therapist at Citytown Therapy. I'm a licensed occupational therapist with five years of experience providing excellent care to patients ranging from toddlers to mature adults. I'd love to put my skills to work for your clinic.

In reference to your requirements in the job description, I have:

- Experience assessing patients' fine motor and sensory skills
- Practical knowledge of creating and implementing care plans
- Effective communication skills, both oral and written
- Excellent organization and multitasking skills
- A proven track record of compassionate, effective care
- CPR certification

I'd appreciate the opportunity to discuss the position and your needs for the role. Please contact me at your convenience and let me know how I can help you.

Best,

Victoria Hernandez (signature hard copy letter)

Victoria Hernandez

Danny Disma

9927 Dudstone Street • Danes, IL 71187
958.995.6942 • dannydisma@aol.com

June 13, 2006

2378 North Avenue
Gladstone, OH 28283

Dear Mr. Elliot:

Passion. Dedication. Industry know-how.

These are the attributes that drive me, and these are the attributes that I bring to my work.

I'm passionate about the job that I do. When representing a line or opening a territory, I've always started from the ground up. No one ever gave me a \$30MM brand and said grow it to \$40MM. They gave me a new brand or a new territory and watched as I drove it to success.

I'm dedicated to performing my best. I'm a "roll up your sleeves" kind of person who makes work a priority and who believes wholeheartedly in customer service.

I have extensive industry know-how. With more than 15 years in the field, I'm well-known and well-respected by manufacturers, retails, and other reps of all sizes – from the big box retailers, to the mom-and-pops, and from lines like Kraftmaid all the way to Elmwood Kitchens.

I'd like the opportunity to share more of my passion, dedication and know-how in person. I look forward to following up soon.

Regards,

Danny Disma

OFFICE OF THE GOVERNOR

KAY IVEY
GOVERNOR



STATE CAPITOL
MONTGOMERY, ALABAMA 36130

(334) 242-7100
FAX: (334) 242-3282

STATE OF ALABAMA

April 1, 2020

Dear Fellow Alabamian:

As we all know, Alabama's *small business community is critical* to our economy and essential to our future. As such, I want to provide *important information* to all of our small business owners as, together, we battle through these turbulent and unprecedented times.

Final guidance from Washington on how the federal stimulus dollars will be distributed is being written at this very moment. And here is one thing you can take to the bank... *you can't afford to wait to prepare.*

Today, you need to contact your local banker, accountant, financial advisor or credit union to get the latest details about who is eligible, what documents are needed and how best to apply for funding relief caused by COVID-19. *It is absolutely imperative that you act now; time is of the essence.*

Preparing in advance will put you one BIG step ahead of other businesses around the nation who will be competing with you for the limited amount of funds that are available.

Friends, your elected leaders in state government are pulling together unlike any time in recent memory.

The Alabama Legislature, led by House Speaker Mac McCutcheon and Senate President Pro Tempore Del Marsh, are working in a bipartisan way with their colleagues on both sides of the political aisle, including House Minority Leader Anthony Daniels and Senate Minority Leader Bobby Singleton, to consider legislative relief that the State of Alabama can provide to our small businesses. And my own administration has already relaxed several requirements to help soften the blow of this economic tsunami caused by this health care crisis.

Moreover, Lieutenant Governor Will Ainsworth, who I asked to chair the Small Business Commission in 2018, has activated the commission to assist small businesses to adopt best practices even as many are struggling to stay open. And Attorney General Steve Marshall has been vigilant in making certain that scam artists and counterfeiters – who falsely promise essential medical supplies that our hospitals and health care providers need – are prosecuted to the fullest extent of the law.

These are just a few examples of some of the many efforts of your state leaders.

Date

Supplier name
Street Address
City, State, Zip Code

Dear Supplier Name,

Re: Account Name or Number

Please accept this letter as formal notice that [insert company name] is cancelling its digital marketing service agreement with your organization effective [insert effective date]. We appreciate the services your company has provided to date and kindly request your cooperation as we transition to handling website maintenance in-house.

[Insert person's name] will be handling website maintenance duties for our company moving forward. She will contact you to schedule a transition meeting within the next few days. Before the meeting, please provide a list of details pertinent to the transition, including:

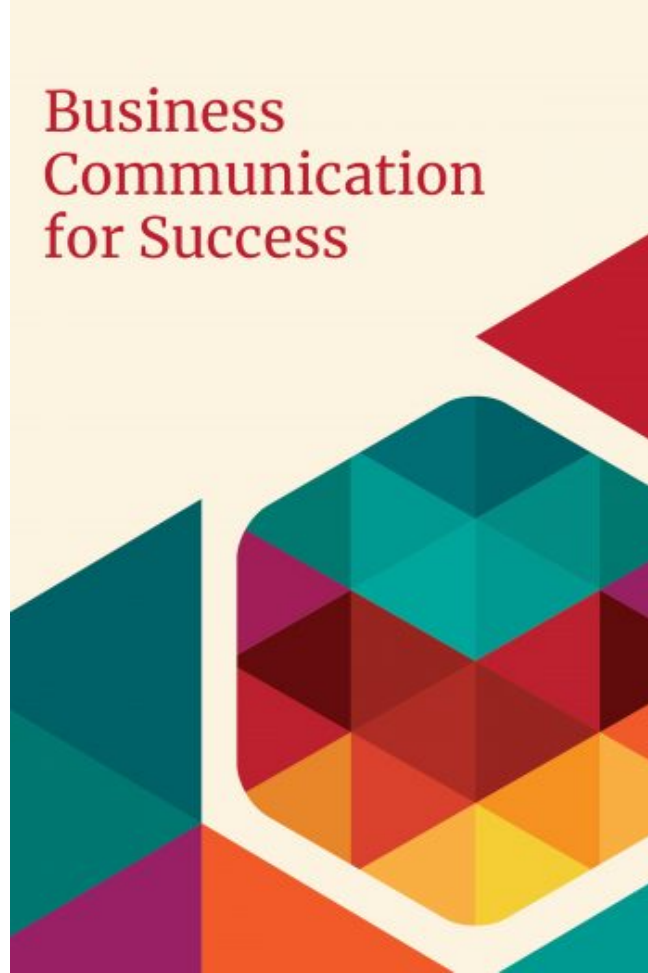
- list what you need from them
- such as domain name expiration date/registry
- links to social media profiles
- hosting details, etc.

Please provide us with a final invoice for services rendered within 10 days after the transition meeting. Thank you again for your assistance, both in the past and with the transition. Best wishes for continued success.

Sincerely,

Name
Title

Business Communication MGT 303



Nonverbal Communication (Ch. 11)

What is Nonverbal Communication?

“The process of conveying a message without the use of words”

- Gestures and facial expressions
- Timing, posture and where you stand
- It can help or hinder the clear understanding of your message
- Doesn't reveal (and can even mask) what you are really thinking.

Nonverbal communication is irreversible.

In written communication, you can write a clarification, correction, or retraction. While it never makes the original statement go completely away, it does allow for correction.

Nonverbal communication takes it one step further. You can't separate one nonverbal action from the context of all the other verbal and nonverbal communication acts, and you can't take it back.

People often pay more attention to your nonverbal expressions more than your words. As a result, nonverbal communication is a powerful way to contribute to (or detract from) your success in communicating your message to the audience.

Nonverbal Communication Is Fast

Nonverbal communication gives our thoughts and feelings away before we are even aware of what we are thinking or how we feel. People may see and hear more than you ever anticipated.

Your nonverbal communication includes both intentional and unintentional messages

We Believe Nonverbal Communication More than Verbal

- Reduction in eye contact while engaged in a conversation
- Awkward pauses in conversation
- Higher pitch in voice
- Deliberate pronunciation and articulation of words
- Increased delay in response time to a question
- Increased body movements like changes in posture
- Decreased smiling
- Decreased rate of speech

Speaker/Audience Relationship

When a speaker and the audience first meet, nonverbal communication in terms of space, dress, and even personal characteristics can contribute to assumed expectations. The expectations might not be accurate or even fair, but it is important to recognize that they will be present. There is truth in the saying, “You never get a second chance to make a first impression.”

A few nonverbal communication cues you may notice throughout the day...



1. Maintaining regular eye contact

Keeping your eyes on the person you're speaking with rather than on your computer, paperwork or cell phone lets them you're listening to their input. Maintaining eye contact while you're replying to them also keeps the conversation engaging and builds more of a relationship between coworkers.

2. Strong presentation and appearance

Proper grooming and professional attire such as business suits or blazers can express your seriousness or professionalism you bring to the company.



3. Keeping an upright posture

Sitting or standing upright can show you're engaged in the current matter while also portraying a confident appearance.



4. Expressing kindness or professionalism through touch

A slight touch on the arm or pat on the back can be a way to show your support or encouragement without vocally expressing it.



5. Displaying engaging facial expressions

Smiling, nodding along and using your eyebrows as expression can help you best showcase a positive reaction when having a conversation.



6. Providing enough space to maintain a conversation

If you're sitting down before a meeting with a large group of people and notice a coworker interested in talking, you can get up and sit next to them.



7. Using hand gestures to express feeling

Hand gestures can also express friendliness or appreciation, like waving to someone from across the room to greet them or giving them a thumbs up to express a job well done after a presentation.



8. Showing feeling through body movement

Your body language can also express how engaged you are throughout a conversation. For example, if you're watching a coworker give a presentation and are sitting with your arms on the table or down at your side, rather than crossed on your chest, this can show you're engaged in their presentation.



* Source – Indeed.com

Nonverbal Communication Matters - Interviews

Nonverbal communication matters as soon as you walk in the office door. If you come to an interview reeking of cigarette smoke or chewing gum, you will already have one strike against you. Too much perfume or not enough deodorant won't help either.

Not being dressed appropriately or having scuffed shoes will give you a second strike. Talking on your cell phone or listening to music while waiting to be called for the interview may be your final strike.

What's important when interviewing is to appear professional, attentive, and confident throughout the interview process.

What to Bring to an Interview

- Portfolio or pad holder with a copy of your resume and a list of references on quality paper
- Work samples (if relevant)
- Notepad and pen
- Breath mint (before you enter the building)

What Not to Bring to an Interview

- Cell phone
- Gum
- Cigarettes
- Candy
- Soda or coffee
- Scuffed shoes and messy or not-so-clean clothes

During the Interview

1. **Make eye contact** with the interviewer for a few seconds at a time.
2. **Smile and nod** (at appropriate times) when the interviewer is talking, but don't overdo it. Don't laugh unless the interviewer does first.
3. **Be polite** and keep an even tone to your speech. Don't be too loud or too quiet.
4. **Don't slouch.**
5. **Do relax and lean forward** a little towards the interviewer so you appear interested and engaged.
6. **Don't lean back.** You will look too casual and relaxed.
7. **Keep your feet on the floor and your back against the lower back of the chair.**
8. **Pay close attention** to the interviewer. Take notes if you are worried you will not remember something.
9. **Listen.**
10. **Don't interrupt.**
11. **Stay calm.** Even if you had a bad experience at a previous position or were fired, keep your emotions to yourself and do not show anger or frown.
12. **Not sure what to do with your hands?** Hold a pen and your notepad or rest an arm on the chair or on your lap, so you look comfortable. Don't let your arms fly around the room when you're making a point.

Nonverbal Communication at the End of the Interview

Before leaving the interview, be sure to give the interviewer another firm handshake and smile. On your way out, say goodbye to the receptionist or anyone else you spoke to during the interview.

Your verbal communication is important too. Don't use slang. Speak clearly and definitely. Remember your manners and thank the interviewer for taking the time to meet with you.

Questions?