

## **Model #6: Letter of Application**

In writing a letter of application, your key task is to prove that you deserve an interview because you are the best qualified applicant for the position. To prove this point, you must demonstrate that your education, experience, and personal qualities precisely meet the criteria stated in the advertisement. Before you write this letter, make a two-columned list. In the right-hand column, list all of the stated criteria for the position; in the left-hand column, write down specific personal details which correspond to each of the criteria. Then use this information in the application letter to prove that you deserve an interview, because you are so clearly qualified for the position.

- Orientation:
- State that you are applying for the advertised position, using the exact title of the job as well as how you found out about the position.
  - Assert that there is a good fit between the qualities needed to fill the job and your education, experience, and personal qualities.
- Analysis/Data:
- Put your strongest qualification first. Be specific, proving your case with both persuasive reasoning and hard facts.
  - Develop your other qualifications, again using empirical data to support your claims.
- Follow-up:
- Request an interview. Indicate when you will be available and how you can best be reached.
  - End on a positive note.

Dear \_\_\_\_\_:

I am writing to apply for the position of sales manager at Baxley Laboratories, advertised recently in *Sales Quarterly*. Your advertisement calls for an “energetic, self-starter” with previous sales and management experience, and a college degree. I am well-qualified for this position, meeting all criteria.

### **Experience**

As the attached resume demonstrates, I have excellent experience both as a manager and as a sales representative. I am presently employed by Fine Furniture as a sales administrator, reporting directly to the vice president for sales. Fine Furniture is the leading furniture manufacturer in the United States. In my current position, I supervise a staff that conducts showroom and plant visitations, oversees the creation of new sales territories, and monitors the progress of many sales initiatives.

Prior to my promotion to sales administrator, I was a highly successful sales representative. In my five years in that position, I increased sales in my territory by an average of 30% annually, added more new customers during 1986–1991 than any other representative, and was three times named “Sales Representative of the Year.”

### **Education**

I have completed both BSBA (1985) and MBA (1992) degrees from Xavier University during nights and weekends, while holding down full-time positions. I maintained better than a 3.5 average in both degree programs, a testament to my intellectual and time management skills.

### **Energy**

I am also highly energetic. In addition to the above accomplishments, I have served three terms as a city councilman and headed up the most successful United Way campaign in my division’s history.

I am very interested in the sales management position at Baxley Laboratories and would welcome the opportunity to discuss the position more fully. Please call me at 555–1111 to arrange an interview.