

## Example of an Introduction Letter

Mr. David C. Milton  
BMI International, Inc.  
7300 Franklin Road  
Brentwood, TN 37027

Dear Mr. Milton:

After more than fourteen years as a sales professional in the medical field, I am exploring new opportunities where my sales abilities might continue to be utilized. Positions commensurate with my past experience and goals would be:

- Manager of Training and Staff Development
- Manager of Human Resource Development
- Director of Sales and Marketing

My record is one of solid accomplishments and increasing levels of responsibility. The training programs I have developed have been adopted as a model for our company's twenty-three nationwide locations. My sales goals have been exceeded by an average of 34% in the last five years.

I will forward my résumé to you in the next few days to allow you to explore how my qualifications might match growth opportunities in your company.

Sincerely,

Jason L. Smith

Clearly states the next step.

Answers the question: What's special about me?

Introduction: provides a brief description of current situation and goals.

Notice this requires nothing of the recipient. It simply tells him what is going to happen next. It also plants the seed so your name begins to become familiar. We are in a culture where repetition sells and in this process, you want at least three exposures to create "Top of Mind" positioning.

## Example of a Cover Letter

Kevin A. Smith  
3736 Mitchell Drive  
Ft. Collins, CO 76809

August 6, 2015

Mr. William Fowler  
Vice President of Sales  
The Dixon Company  
199 Commerce Way  
Boulder, CO 76821

Dear Mr. Fowler:

With this letter, I wish to express my strong interest in working with The Dixon Company as a regional sales manager. After seven years in sales management and customer service, I believe I would bring several areas of competence to The Dixon Company. Accordingly, complete résumé detailing my professional background is enclosed for your review and consideration.

In my current position, it is my responsibility to recruit, motivate, and train my staff to ensure that high quality and desired goals are obtained. In addition, I oversee the business development of all new products with bottom-line accountability for established profit goals. It is also my responsibility to maintain the integrity of the account base through sound credit decisions.

In this assignment, I opened a branch in a new market and doubled the account base in six months, reaching 150% of the expected growth and 200% of the profit goal. I accomplished this by leading the staff in effectively cross-selling our product line and providing exceptional customer service. This is just one example of how The Dixon Company might benefit by our mutual alliance.

I would very much like to speak with you about the sales management opportunities and the ways you can utilize my expertise. Please expect my call on Wednesday, March 25th to arrange a convenient time to discuss that and more. I look forward to speaking with you then about opportunities in the southwestern or midwestern United States.

Sincerely,

Kevin A. Smith  
kas  
Enclosure

**You'll notice it does not say, "I look forward to hearing from you" or "Please call me at your earliest convenience." You must stay in the driver's seat.**

**James Spencer**

4598 Meadow Trace

Columbus, Ohio 44929

(419) 377-9845

james.spencer@webdomain.com

**SKILLS SUMMARY**

Over fourteen solid years of professional selling and sales management. Experienced in planning, organizing and overseeing projects. Knowledgeable in hiring, training and supervising. Team player in maintaining company policies and procedures. Committed to high work ethics and to attainment of management goals and objectives.

**QUALIFICATIONS**

**ADMINISTRATION**

Responsible for 21 person staff in current position. Increased gross revenues from 16.2M to 31.5M in 3 year period, while increasing pre-tax profit over 200%. Directed employee training and employee evaluations. Competent in dealing with compensation negotiation and conflict resolution. Able to handle variety of tasks and responsibilities simultaneously. Strong leadership skills and accountability to management. Provided valuable input for long term planning and market assessment.

**SALES**

National Sales Manager of the Year. Closed largest commercial account in TN. Negotiated accounts with So. Central Bell and the new Columbus Arena. Closed 1st tier account program with 48 regional chain stores, involving in excess of \$200K/annually. Able to interact with key community and business leaders. Adept at recognizing customer needs and achieving balance between customer needs and company goals and policies. Personal commitment to integrity resulting in increased sales and customer confidence.

## **ORGANIZATIONAL SKILLS**

Developed successful inside marketing concept which was given national roll out in 2001. Utilized TeleMagic software to establish pilot program, "Pricing for Profit", for 300 national offices. Designed palm top computer usage for field representatives to streamline efficiency. Analyzed sales figures and business trends to increase sales.

## **PROFESSIONAL EXPERIENCE**

BFI OF OHIO – COLUMBUS Sales Manager	Columbus, OH 2004 – Present
WRIGHT INCORPORATED Sales Manager	Worthington, OH 2000 – 2004
ABC PRINTING, INC. Sr. Account Manager	Dayton, OH 1994 – 2000
ARC/AMS DIVISION OF AMERICAN EXPRESS Sales Representative	Columbus, OH 1987 – 1994

## **EDUCATION**

OHIO STATE UNIVERSITY  
Columbus, Ohio 1983 – 1987

## **CLUBS AND ORGANIZATIONS**

- Who's Who Among Students in American Colleges and Universities
- Big Brothers/Big Sisters – Board Member
- Columbus Rotary Club
- Columbus Chamber of Commerce

## **REFERENCES**

Available upon request

## **Tom Phillips**

187 Pepper Ridge Circle  
Lakeland, Florida 23689  
(863) 831-3587  
tom.phillips@webdomain.com

### **SKILLS SUMMARY**

Solid experience in management and supervision of construction field projects to completion. Possessing the skills to build, strengthen and maintain people relationships. Excellent writing and verbal skills. Technical aptitude and background. Self motivated in continuing education. Professional manner and personal commitment to high standards of integrity.

### **QUALIFICATIONS**

#### **MANAGEMENT**

Accomplished in planning, scheduling and directing construction projects to completion. On site supervision of detailed homes valued up to \$650,000. Assisted in planning for new upscale subdivision. Responsible for contractor-customer follow-up and liaison.

#### **SALES**

National Sales Manager of the Year. Closed largest commercial account in TN. Negotiated accounts with So. Central Bell and the new Columbus Arena. Closed 1st tier account program with 48 regional chain stores, involving in excess of \$200K/annually. Able to interact with key community and business leaders. Adept at recognizing customer needs and achieving balance between customer needs and company goals and policies. Personal commitment to integrity resulting in increased sales and customer confidence.

#### **INTERPERSONAL SKILLS**

Proven ability to interact positively with a wide range of people. Five years in field sales selling premium quality products; opening new accounts with follow-up, service and repeat sales. Participated in field training of sales reps. Program included instructing, training and also follow-up and evaluation with both trainees and home office management. Won company wide award for highest training sales production.

## TECHNICAL ABILITY

Bachelors degree in biology with chemistry minor. Resourceful in research and information searches. Self taught in knowledge of selection and utilization of construction materials and structural requirements. Successful experience in understanding and operating within technical boundaries, focusing on detail and accuracy.

## PROFESSIONAL EXPERIENCE

MAINTENANCE ENGINEERING	LAKELAND, FL
Sr. Field Trainer and Field Sales	May 2007 — Present
ADEX CORPORATION	LAKELAND, FL
Superintendent of Construction	Jan. 2001 — Nov. 2007
PRESERVATION CONSTRUCTION COMPANY	ATLANTA, GA
Superintendent of Construction	Mar. 1997 — Jan. 2001
NAS CONSTRUCTION COMPANY	ORLANDO, FL
Owner operator	Mar. 1993 — Mar. 1997
INTERNATIONAL HARVESTER COMPANY	ORLANDO, FL
Quality Control Inspector	1992 — 1993

## EDUCATION

Florida State University — Gainesville, FL  
Bachelor of Science — 1991 Biology major; Chemistry minor

Dade County Vo-Tech  
Building Trades - 1985 — 1986

## SEMINARS

- Denis Waitley — 2009
- Brian Tracy: “Psychology of Success” — July 2007
- Media Images: Jan. 1999 — Mar. 2006
- Kenneth Blanchard: “The One Minute Manager” — 2003
- Adventure Works: “The 48 Hour Adventure” — 2002

## REFERENCES

Available upon request

## **Joyce A. Parker**

398 Manor View Lane  
Brentwood, Tennessee 37027  
(615) 377-6798  
jparker@webdomain.com

### **SKILLS SUMMARY**

Solid experience in multiple facets of office operations. Knowledgeable in data entry and computer functions. Proven skills in instructing and motivating co-workers. Committed to high work ethics and to attainment of management goals and objectives. Described by others as loyal, trustworthy and fun loving.

### **PROFESSIONAL EXPERIENCE**

SOUTH CENTRAL BELL / AT&T    NASHVILLE, TN    August 1993 — Present

### **ORGANIZATION**

Oversaw development and implementation of programs switching from rural route numbers to house numbers. Increased efficiency of departmental system. Dealt with key community leaders to coordinate 911 system. Competent in technical areas with focus on detail and accuracy. Performed accounting functions including reconciling employee payroll records, data entry, and inventory management.

### **TRAINING**

Confident in managing and supervision employees. Works well with all personality styles. Responsible for accuracy of incoming employee performance. Strong interpersonal skills with ability to diffuse workplace tension. Created departmental instruction manual. Coordinated employee hours and duties while building team spirit and commitment. Able to handle variety of tasks and responsibilities simultaneously. Strong accountability to management. Part of #1 rated office in 9 state region.

### **CUSTOMER SERVICE**

Competent in setting up service and completing problem resolution. Assisted in negotiating customer concerns, leading to win/win solutions. Liaison between company and clients. Ability to communicate with customers in person or by telephone and to establish rapport and support.

**EDUCATION**

Nashville Technical Institute — Beginning Electronic Telecommunications  
Word Perfect

Overton High School — 1993 Graduate

**PROFESSIONAL SEMINARS**

- Be a People Pro
- Customer First Service
- Telecommunications Excellence
- The Quality Advantage

**REFERENCES**

Available upon request



**Bob Francis**

367 Old Hickory Blvd  
White House, Tennessee 37189  
(615) 931-4507  
bobthebuilder@webdomain.com

**SKILLS SUMMARY**

More than 24 years experience in construction, including management/supervision, estimating, and purchasing. Working knowledge of drafting, carpentry and welding, with excellent troubleshooting and problem solving skills.

**PROFESSIONAL EXPERIENCE**

FOREMOST CONSTRUCTION Licensed Contractor #00036484	NASHVILLE, TN July 03 — Present
HARDAWAY CONSTRUCTION Journeyman Carpenter	NASHVILLE, TN April 95 — July 03
MILLWORKS INTERNATIONAL Manager: Estimating, Purchasing, Designing Cabinetry, Supervising cabinet makers.	NASHVILLE, TN Feb. 91 — April 95
FLUOR DANIEL SERVICES CORP. Journeyman Carpenter: Read blueprints, Shot elevations, Operated man lifts and supervised concrete pouring.	GREENVILLE, SC March 90 — May 91
FRANCIS CABINETS Owner/Operator: Responsibilities included all sales, estimates, drafting, purchasing and collections.	JOELTON, TN Feb. 84 — March 90
HAURY & SMITH CONSTRUCTION COMPANY Trim Carpenter	NASHVILLE, TN Jan. 83 — Feb. 84

**EDUCATION**

NASHVILLE AREA VOCATIONAL SCHOOL

- Welding -- 496 Hrs
- Architectural Draftsman Detailer -- 676 Hrs

**REFERENCES**

Available upon request

**James Phillips**

3456 Magnolia Drive  
Rome, Georgia 30162  
(713) 646-3274  
james.phillips@webdomain.com

**SKILLS SUMMARY**

Solid experience in consultative outside selling, promoting and concept marketing. Competent in planning, organizing, and creating strategic plans with distributors. Committed to high work ethics and attainment of sales goals. Proven skills in territory management and the ability to increase sales. Comfortable negotiating agreements with win/win outcomes.

**PROFESSIONAL EXPERIENCE**

EBM INDUSTRIES 2008 – Present  
Sales Representative

Market wide range of specialty products to Industrials, OEM's, and electrical contractors. Responsibilities include establishing product specifications with design engineers while generating increased sales. Coordinate market planning, product training meetings, stock analysis, and new product introductions. Budget has expanded 250% over 4 years to 2.5 million while budget goals have been achieved each year. Increased current territory sales by 25%. Promoted to Senior Sales in 1987.

IBM INTERNATIONAL 2004 – 2008  
Customer Service Rep

Coordinated inside sales responsibilities to OEM accounts representing 3 million in sales in 1984. Provided technical assistance, negotiated pricing, generated technical quotations in addition to scheduling sales orders.

CHAMPION INTERNATIONAL INC. 2003 – 2004  
Sales Service Representative

Sold forest products for Fortune 500 company through selected building materials distributors. Inside sales responsibilities included Inventory control of satellite distribution center and purchased selected products.

B-LINE SYSTEMS, INC.

2001 – 2002

Outside Sales

Promoted to outside sales after 8 months. Territory of North and South Carolina. Sold through electrical distributors. Responsible for product specifications at major Industrial accounts and engineering firms.

### **EDUCATION**

Georgia Institute of Technology, 2001

Major: Industrial Management

### **REFERENCES**

Excellent reference available upon request

**Dorothy Newsom, P.E.**  
126 Riverwood Drive  
Pittsburg, PA 24356  
(412) 790-3487  
dnewsom@webdomain.com

## PROFILE

### ENGINEERING/PROJECT MANAGEMENT

Skills encompass engineering management, team leadership, and field project management. Background in industrial, commercial, petrochemical, and residential projects, with involvement from concept development and initial client presentations through design/build to acceptance and preparation of proposed drawings. Extensive experience working with consultants (architectural, environmental, legal, government).

## EXPERIENCE

SMITH AND WATSON, INC.	PITTSBURGH, PA
Principal Engineer	2003 – Present

### Selected Projects:

- Field Engineer at Tooele, Utah U. S. Army munitions storage plant. Resolved conflicts with design drawings and coordinated final design requirements. Provided detail for 100+ specially designed embedded wall plates that facilitated easy placement of concrete and expedited project.
- Conducted inspections for ERMST (Earthquake Recovery Management Support Team) following the Northridge earthquake. Wrote reports for county authorizing residential buildings to receive funds for reconstruction.
- Conducted structural analysis using 3-D computer model for ARCO GHX-1 and GHX-2 steel frame structures.

FLOUR-DANIEL/TRS	PHILADELPHIA, PA
Civil/Structural Engineer	1998 – 2003

- Managed FAA Golden Gate Airway Sector refurbishment project. Analyzed refurbishment needs for coming year, and created and

implemented site-specific solutions. Monitored annual budget of \$9Million. Acted as liaison between field offices, site supervisors, and governmental agencies. Prepared budgets and cost estimates for projects and oversaw new construction.

- Designed pre-engineered metal buildings for public, private, and commercial use.
- Developed construction details that allowed metal roof framing to accommodate masonry and tilt-up panel walls, significantly expanding product market and increasing sales.

BROWN AND LINSEY  
Project Engineer

HERSHEY, PA  
1995 – 1998

- Lead structural engineer for creation on concrete and steel structures for refinery and chemical plants. Oversaw four engineers in pipe support group. Constructed 3-D computer models to analyze various structures.
- Designed plant facilities and modification of existing facilities.

## **EDUCATION**

UNIVERSITY OF TENNESSEE, Knoxville, TN  
Bachelor of Science, Civil Engineering

## **CREDENTIALS**

- State of Pennsylvania Civil Engineer No. C03787345
- State of Pennsylvania Structural Engineer No. S099743

## **AFFILIATIONS**

- Member, Structural Engineers Association of Pennsylvania
- Pittsburgh Chamber of Commerce
- Women in Business, National Association

## **REFERENCES**

Excellent reference available upon request

**Deborah Turner**

1615 North Chapel Road

Atlanta, GA 30302

(513) 748-9852

deb.turner@webdomain.com

**Marketing — Advertising — Communications**

**PROFESSIONAL PROFILE**

Creative, Self-Motivated, professional with 13 years experience in marketing and business management. Skilled at communication and customer service. Adept problem-solver with proven ability to coordinate projects including graphic design and promotional components.

**SUMMARY**

- Built advertising department for retail clothing store as company's first Marketing Director.
- Reorganized and centralized marketing functions of 10 regional banks following merger, increasing budget efficiencies by 28%.
- Oversaw development of corporate training videos.
- Secured statewide press coverage in *Atlanta Journal* for promotional rollout.
- Coordinated fundraising for Muscular Dystrophy annual walkathon, raising an 18-yr high in funds and participation.
- Designed direct mail campaign for successful state senator race.

**CAREER HIGHLIGHTS**

Advertising Coordinator Samantha's Fashions Atlanta, GA

- Expanded territorial sales by 400%.
- Received company's highest sales award four years in a row.

Marketing Director Regions Bank, Inc. Atlanta, GA

- Coordinated merger marketing and public relations campaign.
- Controlled \$2 million advertising budget.
- Developed Excellence in Sales training course.

Muscular Dystrophy Association South Ridge, GA

- Directed fundraising and promotional awareness, including all media.

### **EDUCATION & TRAINING**

UNIVERSITY OF GEORGIA, Athens, GA

B.A., Business Administration and Marketing

- Graduated summa cum laude.

### **REFERENCES**

Available upon request



**James Bronson**

3856 Confederation Rd.  
Nashville, Tennessee 37229  
(615) 896-3464  
jbronson@webdomain.com

**SKILLS SUMMARY**

Solid engineering experience in machining and fabricating manufacturing environments. Strong interpersonal skills and ability to interact positively with all levels of management. Proven skills in technical design and systems, balanced with people management ability. Committed to high work ethics and to attainment of management goals and objectives.

**RELEVANT SKILLS AND EXPERIENCE**

*Management*

Capable of building strong teams for maximum utilization of people resources. Skilled at negotiating and resolving employee needs. Able to select, manage and motivate people for efficient production. Served as liaison between engineering and manufacturing. Responsible for quality and schedule performance. Competent in assessing risk factors.

*Project Coordination*

Implemented and installed CAD/CAM/CIM system. Responsible for government regulations and DOD testing requirements. Quite familiar with Quality issues and requirements including MIL-STD 9858, Ford's Q-101, and GM's Targets For Excellence. Oversaw purchasing, JIT, Kanban logic, statistical process control, time measurement, and inventory control. Proficient at job costing, quoting, and processing.

*Engineering*

Designed flow of work for innovative engine design (Ford's MOD-3 Modular Engine). Facilitated machining changes and personally suggested improvements. Strong background in automotive engineering. Experienced with conventional machining, automatic screw machines, cold forming, stamping, stretch forming, CNC mills and turning centers. Supervised and programmed CNC machined products relating to the fluid motion and fluid power industry including hose

fittings, connectors and fasteners for the military, automotive, and OEM manufacturers

### **PROFESSIONAL HISTORY**

- BLAIRS, INC. Nashville, TN 2007 — Present
- PARKER HANNIFIN CORPORATION Cleveland, OH 2000 — 2007
- AVCO/TEXTRON AEROSTRUCTURES, Nashville, TN 1997 — 2000
- BETTY MACHINE CO., Nashville, TN 1995 — 1997

### **EDUCATION**

- B.S. Manufacturing Engineering Technology, MTSU, May 1995
- A.S. Mechanical Engineering, July, 1987
- A.A. Industrial Engineering, March, 1987
- (Currently completing M.S. in Industrial Studies)

### **REFERENCES**

Available upon request

**Helen Driscoll**

4615 Callaway Loop

Mt. Washington, NJ 09675

(512) 291-1404

helen.driscoll@webdomain.com

**CAREER FOCUS**

Team-oriented, quality-focused IT Professional with experience as a Software Engineer and Programmer Analyst for new systems and system enhancements in diverse industries.

Expertise includes:

- Systems Analysis
- Coding
- Program Specifications
- Data Mapping Requirements
- Online and Batch Programs
- SPUFIs
- Test Scripts
- Testing Support

**PROFESSIONAL EXPERIENCE**

PARSONS COMPUTER PROFESSIONALS, INC.

Cranford, NJ

September 2009 — present

**STAFF CONSULTANT**

Programming Consultant working at client site (Vanguard Group) for this global IT outsourcing/contracting firm. Served on 8-person, cross-functional project teams performing program development, enhancements and testing for several of Vanguard's financial services information systems. Developed program specifications, test scripts, SPUFIs, DB2 batch programs and data mapping requirements. Utilized DB2, COBOL2, CICS, MVS JCL, VSAM (legacy system), Microfocus Mainframe Express, Endeavor and other technologies.

*Project Highlights:*

- Delivered outstanding results under strict deadlines in ever-changing environments. Maintained excellent track record of client satisfaction and on-time assignment completion.
- Managed code editing and process corrections and developed transaction engine for large enhancement (Vanguard Brokerage Option Phase 2), a product which allows Vanguard clients to independently transfer investments between portfolios when changing employers. Took responsibility for an additional project section that was in jeopardy, successfully completed assignments on time and restored relations with client's DBA staff.
- Wrote programs and code for tables for system that would make a number of client's smaller systems obsolete.

ALUNION FINANCIAL

Worcester, MA

2006 – 2009

*SOFTWARE ENGINEER*

Software Engineer performing maintenance and developing ad hoc programs and enhancements on the Vantage Annuity System for this financial services company. Served as primary point of contact for IT staff and brokers in the field for a large system with hundreds of subprograms. Held full responsibility for disaster recovery testing. Gained knowledge of writing DB2 SPUFIs and writing in different languages.

- Independently developed online and batch process for creating TSA (Tax Shelter Annuities) definitions and letters, requiring changes to, or writing of, 15 programs.
- Created batch process for data extract for Electronic Data Interface (EDI) feed from Annuities system to DST Fanmail and NSCC. Analyzed and re-organized nightly job schedule to include several parallel jobs running simultaneously and supervised third shift computer operators to ensure successful project completion.
- Ensured Y2K readiness for the Repetitive Payment System. Performed system analysis, developed test plan, prepared program modification specifications, and supervised contractors to complete project on time.
- Selected to chair department's Employee of the Month committee.

## NEW ENGLAND POWER SERVICE COMPANY

Westboro, MA

2001 – 2006

### *ASSOCIATE INFORMATION ANALYST*

Developed programs and enhancements for numerous IT systems, including timekeeping, payroll, accounting and fleet management for this large utility company. Utilized numerous technologies including EasyTrieve Plus, COBOL2 and DB2.

- Successfully completed challenging project for time entry system using IEF language despite no prior experience with the language. Met severe time constraints and worked in adverse conditions in a mobile office. Survived four different project leaders within 8 months to become SME on the system.

## **EDUCATION**

BOSTON UNIVERSITY – Boston, Massachusetts

Bachelor of Science, Business Administration

Concentration: Management Information Systems

## **TECHNICAL SKILLS**

- COBOL2
- COBOL
- DB2
- EasyTrieve Plus
- QMF
- SQL
- EDI Entry
- EDI Developer
- CICS
- MVS JCL
- VSAM
- TSO/ISPF
- Microfocus Mainframe Express
- Endeavor
- File Aid
- MS Office

## **REFERENCES**

Available upon request

**James C. Tanner**  
118 Brookshire Lane  
New Rochelle, NJ 09678  
(512) 543-2109  
jctanner@webdomain.com

## **TARGET**

Career-focused Information Systems generalist seeking entry-level Visual Basic programming opportunity.

## **STRENGTHS**

- Microsoft Certified Professional credential—Designing and Implementing Desktop Applications with MS Visual Basic 6.0
- OS Expertise: Windows 9x/2000/XP ... AS400
- Logic & Flowcharting ... RDBMS ... C / C++ ... Java ... Activate X Controls
- SQL ... VBA ... HTML ... RPG/400 ... COBOL II ... FORTRAN
- Program design and development integrating Visual Basic with MS Access, using the database in the interface, and retrieving data using SQL statements

## **VALUE-ADDED ATTRIBUTES**

- Mature, energetic and highly professional. Flexible and adaptable—willing to work overtime, odd shifts or on an on-call basis to deliver superior, clean and readable code under tight deadlines.
- Logical thinking, detail oriented perfectionist—highly suited to performing exacting analytical work under intensive time pressures.
- Outstanding communication, information gathering and focused listening skills—competent in asking appropriate questions to effectively and completely understand assignment or critical need and deliver expected results.
- Willing to exercise initiative, take on increased responsibilities, learn new skills independently and maintain good working relationships by demonstrating a sense of humor and interpersonal respect for co-workers.

## **PROGRAMMING EXPERIENCE**

### **THE JOHNSON CORPORATION**

Three Rivers, MI

November 2002 — March 2010

#### ***PROGRAMMING INTERN***

- Worked directly with VP of Research & Development (R&D) and in close collaboration with internal R&D professionals to design critical interface allowing end users (sales personnel) to input up to 5 data sets and accurately and rapidly process vast amounts of complex scientific data on site for customers in the paper manufacturing industry.
- Sole applications programmer on project. Developed standalone, Visual Basic 5.0 application featuring nested-if statement validity checking for 10 different pressure, temperature and flow conditions, a series of Error Message displays, 10 types of pressure, temperature and flow labels, and a comprehensive report generation and printing function.
- Net results: Program reduced time required to calculate raw data and streamlined storage of technical data.

## **ADVANCED TECHNICAL TRAINING**

### **BRICK COMPUTER SCIENCE INSTITUTE, Brick, New Jersey**

Programming Degree Track • October, 2002 (4.00 GPA)

- Mastered techniques required to design, write, implement, debug, enhance and maintain business software applications on PC platforms through extensive classroom-based instruction and applied learning opportunities involving real-world programming methodologies. Featured projects include:
- Database Management: Programmed 2 version releases of a Visual Basic front end / MS Access back end application. Executed all critical aspects of validity checking, screen design, work flowcharting / planning, etc.
- Game Development: Incorporated several different games into 1 user authenticated, password protected application. Executed story planning, developed menu systems and designed task bars, programming entire package (2 games and 1 splash/intro game) in Visual Basic 6.0.

## **EDUCATION**

### **KALAMAZOO VALLEY COMMUNITY COLLEGE, Kalamazoo, Michigan**

Computer Information Systems • 2001 (with Honors; GPA: 3.80)

Mathematics • 1993 (with Honors; GPA: 3.86)

MONMOUTH UNIVERSITY, West Long Branch, New Jersey  
Bachelor of Science—Elementary Education

### **INTERIM EMPLOYMENT**

MERRY MAIDS, INC., Rochelle Park, New Jersey  
Team Captain • July 2001 to Present

- Lead multi-person teams in performing at or above franchise standards.

MORRISONS, INC., Princeton, Michigan  
Bakery Clerk • November, 1999 to March, 2000

- Worked part-time for this supermarket chain while attending college.

### **TEACHING CAREER**

THE MONTESSORI SCHOOL, Kansas City, Missouri  
Elementary Instructor • 1990 to 1997

NEW HORIZONS MONTESSORI SCHOOL, Philadelphia, Pennsylvania  
Elementary Instructor • 1988 to 1990

### **SUMMARY**

- Deliberate career changer unafraid of taking risks to learn new skills and enhance career prospects.

### **REFERENCES**

Available upon request

Willing to absorb relocation expenses



## John Q. Public

48 Days to Success Drive

Franklin, TN 37064

H - (615) 373-7771

M - (615) 555-1777

johnq@48days.com

LEADER

CREATIVE

TEACHABLE

FLEXIBLE

ENTHUSIASTIC

PERSONABLE

OPTIMISTIC

CONFIDENT

PERSUASIVE

INSPIRATIONAL

PATIENT

ANALYTICAL

RELATIONAL

BOLD

CALM

CONSISTENT

### Professional Skill Sets

**Success Minded Team Player:** Thrives in an environment where attention to detail coupled with independent creativity and corresponding action are necessary to achieve organizational goals and directives.

**Exceptional Networking / Relationship Building Skills:**

Consistently achieves desired results in competitive business environments through building and maintaining key relationships where long term sales success is not only achieved by *what* you know but *whom*.

**Outstanding Business Administration Skills:** Includes, but is not limited to effective time management, goal setting, planning, organization, leadership, contracting, recruiting, training, management and inspiration, customer support and service—developed by 16 years of successful corporate representation and small business ownership.

**Proven Selling Skills:** Demonstrated by award winning success as a representative with two of the world's leading pharmaceutical companies and as an Independent Sales Director with one of the nation's largest direct selling companies.

### Work History

**The Pampered Chef®** - Nashville, TN

Independent Sales Director - 12/97 to present

**Southwestern Business Resources** - Nashville, TN

Healthcare IT Executive Recruiter - 12/07 - 12/08

**Merck & Company** - Nashville, TN

Pharmaceutical Sales Representative - 12/95 - 12/97

**Hoeschst-Roussel Pharmaceuticals** - Philadelphia, PA

Advanced Sales Representative - 09/92 - 12/95

### Education

Lafayette College - Easton, PA

Bachelor of Arts - Business and Economics

## **John Q. Public**

48 Days to Success Drive  
Franklin, TN 37064

### **Work History Detail**

#### **The Pampered Chef® - Independent Sales Director 12/97 to present**

- Successfully recruited, trained, and managed 98 new consultants.
- Consistently finished in the **top 5% of sales force**, made up of more than 70,000 consultants worldwide earning **Premier Award Trips** to Spain, Austria, Alaska, Hawaii, Disney World, Cancun, Bahamas, and New Orleans.
- Earned national recognition and awards for achieving **Top Performance Cluster Award for Excellence in Sales** eight times over a ten year period.
- Earned national recognition and awards for achieving **Top Performance Cluster Award for Excellence in Recruiting** twice for recruiting, training, and managing new consultants to meet specific sales goals.
- Featured speaker three times at company **National Sales and Leadership Conferences** on time management, sales training, and building relationships with customers.

#### **Southwestern Business Resources - Healthcare IT Executive Recruiter 12/07 - 12/08**

- Responsible for prospecting, approaching, evaluating, and closing senior level candidates by developing trustworthy relationships over the telephone.
- Presented qualified, screened candidates to key industry leaders.
- Directed the hiring process with each candidate from the initial point of contact to acceptance of offer including negotiation of compensation, benefits, and relocation packages.
- Developed and executed a balanced daily plan of action to include key areas of business: business development, candidates, and clients.
- Coached candidates by looking at implications of their job changes in terms of financial futures, family, locations, and long term career placement strategy.
- Developed and executed a marketing plan to develop relationships and gain business with high-level decision makers at 130 health systems.

#### **Merck & Company - Pharmaceutical Sales Representative 12/95 - 12/97**

- Exceeded goals for sales and growth of market share in promoted products through prioritized sales presentations to targeted healthcare professionals.
- Involved in the successful launch of the first in class product Fosamax.
- Partnered with district team members to ensure full coverage of targeted physicians at three primary hospitals: Baptist, Centennial, and Vanderbilt.

#### **Hoechst-Roussel Pharmaceuticals - Advanced Sales Representative 09/92 - 12/95**

- Increased sales of top three products two consecutive years.
- Ranked in top five percent nationally for dollar increase of Trental out of 650 representatives.
- Honored with **Silver Sales Award** for **top 19 national ranking** in new Altace prescriptions.
- Promoted to Advanced Sales Representative in 1994.

References Available Upon Request

## Example of a Followup Letter

Charles S. Miller  
2503 Concord Lane  
Lakeland, FL 27064  
(863) 453-7786

James R. Johnson  
Executive Director  
YMCA  
5544 Seminole Blvd.  
Orlando, FL 26459

Dear Mr. Johnson:

Thank you for the opportunity to interview for the Youth Development Coordinator position. I appreciate your consideration and interest in me.

As we discussed this afternoon, my experience and educational experience have prepared me well for this position. I have enjoyed the similar work I have been privileged to do both in my current position and through my church involvement.

I want to reiterate my strong interest in working with you and the Orlando YMCA. Please keep in mind my personal attraction to this work that goes beyond just my academic credentials. I trust this gives me an added component as an appropriate candidate.

Again, thank you for considering me for this opportunity to build positive characteristics in the lives of young people and the chance to serve our community. As we discussed, I will call you Thursday morning to check on the status of your decision.

Sincerely,

Charles S. Miller

**Notice the strong “selling” language still being used. Don’t be afraid to tell them you want the position and that you think you are the best candidate. If you aren’t convinced of that, it will be difficult for the interviewer to believe it.**