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# 9

## ADVERTISING RESPONSE COVER LETTERS

Employment advertising, whether in the local newspaper or in a specialty publication, has long been an important resource for experienced employment professionals seeking to fill positions within their companies. This does not mean that, although frequently used, such advertising is particularly effective. In fact, knowledgeable employment sources estimate that only between 10 and 14 percent of all jobs filled in the United States are filled as a result of advertising. This compares with an estimated 70 percent filled through personal contact and employment networking. Nonetheless, advertisements are considered an important source in job hunting and should therefore be a part of your job search campaign.

It is important to be aware that employment advertising can be found in a wide variety of publications. The most common is the classified section of the newspaper. There are, however, several other publications that should be regularly checked for job opportunities. These include specialty newspapers (i.e., *The National Business Employment Weekly* and *The National Ad Search*), professional association newsletters, trade association publications, and specialty publications related to specific professions and industries (i.e., trade journals and periodicals) which are appropriate to your background and experience.

Employers long ago learned that specialty publications can be a particularly productive source for employment advertising. This is because they are targeted toward a very specific audience. For example, when searching for technical professionals, many employers in the pulp and paper industry will frequently advertise in the *Tappi Journal*, a monthly periodical published by the Technical Association of the Pulp and Paper Industry and mailed to thousands of industry technical and manufacturing professionals. Similar specialized publications exist for many professions and industries. A little research at your local library will help you to identify them. A call to your professional or industry association can also prove helpful in acquiring this information.

### Some Differences

The cover letter used to respond to employment advertising is different from the general broadcast letter sent to employers or executive search firms. In particular, it is more targeted and focused, and is specifically directed to the requirements of the employer as set forth in the advertisement.

Actually, employment candidates have a decided advantage when designing a cover letter that responds to recruitment advertising. Unlike the general mailing campaign, where the candidate must do considerable industry research to define the employer's probable needs, the advertisement usually spells out these requirements in specific detail. This allows the applicant to design a highly targeted response that focuses on these specific requirements, and thus measurably increases the opportunity for generating a favorable response from the employer.

Given this opportunity, however, I am always amazed how many applicants fail to take full advantage of this and continue to respond to advertisements using a general broadcast letter that fails to address the real needs of the employer. Such non-focused, general responses will normally fall short in addressing the specific requirements of the advertised position, leaving the employer to guess whether you have the qualifications desired. They can also suggest that your interest level is not sufficiently high for you to prepare an appropriate cover letter, or, worse yet, that you are simply too lazy to do so. Neither impression will aid your cause.

In many cases, you could be one of several hundred people who are responding to the ad. If, under these circumstances, you fail to tailor an appropriate cover letter that addresses specific requirements, you are placing yourself at a decided disadvantage compared to those who do so. Rather than highlighting those qualifications sought by the prospective employer and thereby increasing your chances of selection, you are solely relying on the employer to ferret out this information from the resume. In such cases, the employer may well decide to forgo your employment candidacy in favor of someone whose relevant qualifications for the position are clearly highlighted in the cover letter.

Why leave this matter to chance? If you are truly interested in the advertised position, it is strongly recommended that you take the time to carefully design an effective cover letter. By doing so, you substantially improve your chances of getting an employment interview.

### Advertisement Analysis

The first step in designing an effective response to an employment advertisement is to study the ad to determine position requirements. The next step is to analyze your qualifications to determine which of the employer's requirements they meet. The cover letter will then be designed in such a way as to focus the reader's attention on the similarities

between your specific qualifications and the stated requirements of the position—a comparison most employers will appreciate.

In order to facilitate the advertisement analysis process, I have provided the following set of questions that should prove helpful in getting the information you will need to prepare an effective cover letter and maximize your marketability.

1. What are the educational qualifications required for the position (i.e., degree level and major)? Describe below:

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2. What are your educational qualifications (i.e., degree level and major)? Describe below:

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3. What, if any, special skills training is required or preferred (beyond formal education)? Describe below:

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4. Have you had such special skills training? If so, describe the skill and the training you received.

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5. What specialized, technical or scientific knowledge does the position require (e.g., surface chemistry, statistical process control, salary surveys, Just-in-Time manufacturing)? List below:

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6. In which of these areas are you knowledgeable? What evidence can you cite of your proficiency? Describe below:

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7. If a managerial position, what is the scope of experience required (functions managed, number of employees, budgets, etc.)? Describe below:

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8. Which of these managerial experience requirements do you satisfy? Describe below:

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9. How many years of experience are required, and at what level? (By "level" I mean professional versus managerial level.) Describe below:

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10. How many years of experience do you have at these levels? Indicate below:

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11. What specific personal traits and characteristics are sought? List below:

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12. Which of these personal traits and characteristics do you possess? Cite below:

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This analysis will equip you to make a direct comparison between the specific requirements of the employer, as stated in the ad, and your own qualifications. This comparative information is then used as the basis for your cover letter construction and ensures that this information will be readily available when needed.

### Special Emphasis

Review of the specific wording chosen by the employer in an advertisement can often yield some tangible clues about qualifications that are of particular interest. Most ads are slanted to emphasize the need for a particular strength in a given area. Careful reading of the ad copy may reveal what that area is.

Be alert for key words and phrases that are frequently used to convey special interest in a particular area of qualification. Examples of such key words and phrases are:

- Required.
- Is required.
- Must be.
- Must have.
- Must be capable of.
- Desirable.
- Very desirable.
- Must be thoroughly versed in/knowledgeable of.
- Should be strong in.

In addition to these special words or phrases, you should also be particularly alert for any repetition in the ad. If a specific qualification is repeated, you can bet the ranch that this is an area of particular interest to the employer. Such repetition usually means that the author of the advertisement wanted to make sure that this particular point was well covered, which, in turn, usually means that this is an area that will take on strong significance in the candidate selection process.

If you are able to discover a particular area of emphasis in the ad, be sure to take full advantage of it. If you have particularly strong qualifications in this special interest area, consider including in your cover letter a brief, separate paragraph that highlights those qualifications. If you are qualified in other areas specified as well, such a paragraph could well serve as a key factor in winning a personal interview.

### Letter Components

Review of the sample cover letters at the end of this chapter will reveal that the advertising response cover letter contains certain standard components. These are, of course, in addition to the normal return address, date line, employer's address, and salutation. These components are as follows:

1. Reference to advertisement.
2. Expression of interest in position.
3. Comparison of position requirements with personal qualifications.



4. Statement of additional qualifications (optional).
5. Salary requirements statement (optional).
6. Geographical preference statement (optional).
7. Contact information.
8. Request for response or interview.
9. Statement of appreciation.

You will note that certain of these components are considered optional and may be either included in or excluded from the letter depending on how each adds or detracts from your overall candidacy. If you are adamant about compensation requirements or geographical considerations, then, by all means, include these items. Realize, however, that, as previously discussed, such inclusion will almost definitely have an adverse effect on your candidacy and, in certain circumstances, will cause you to be screened out from further employment consideration. Perhaps you may be better off excluding these items and reserving final judgment on compensation or location until after you have had the opportunity to consider the specifics of a given opportunity. The choice is yours.

The introductory paragraphs of the sample letters at the end of this chapter will reveal a specific mention of the position advertisement. Included in this reference are the name of the publication in which the ad appeared, the date of publication, and the position title, so that there is no confusion about the position for which you are applying. It should be pointed out that large companies, in particular, may be running simultaneous ads for numerous positions. Additionally, the advertisement response may, in some cases, be referred to different members of the employment function for review. If there is confusion in your letter as to the position, your letter and resume could well end up being reviewed by someone unfamiliar with the specifics of the position for which you are applying, which could prove fatal to your inquiry.

You will see that each of the sample cover letters at the end of this chapter also includes a specific statement of interest in the position for which the applicant is applying. Such interest statements should convey a sense of excitement and enthusiasm about the opening, which does not go unnoticed by the prospective employers and may serve to set your response apart from the hundreds of others they are likely to

receive. In this regard, a little enthusiasm can go a long way toward creating interest in your candidacy.

Another standard feature of the advertising response cover letter is the comparison of your qualifications with the requirements stated in the ad. As the sample cover letters will attest, this comparison can use either a linear (line comparison) or a literary (paragraph comparison) approach. Either way, if done effectively, it can be a very powerful tool in leading the employer to the conclusion that you are well qualified for the position and deserving of an interview. Effective qualifications comparison is clearly the key factor in designing an impactful advertising response cover letter and thus deserves special attention.

The remaining components of the advertising response cover letter (i.e., contact information, request for response or interview, and statement of appreciation) have already been fully discussed in previous chapters and will not be discussed here.

### *The Linear Comparison*

When using the linear comparison, the general approach is to begin by stating your belief that you are qualified for the position. This statement is then followed by line-by-line delineation of your qualifications that directly relate to the specific requirements contained in the advertisement. The following are some examples of the linear comparison technique:

#### Example A

*Careful review of your requirements suggests that I am well qualified for the position of Materials Control Manager. Please consider the following:*

1. *M.B.A. degree with materials management emphasis.*
2. *Ten years materials flow experience.*
3. *Three years materials control management with Fortune 200 company.*
4. *Thoroughly trained in JIT applications.*
5. *Heavily experienced in "total quality" vendor qualification methods.*
6. *Eight years experience in the consumer products industry.*

## Example B

*My credentials would appear to be an exact fit for the position of Director of Corporate Employment, as described in your advertisement. Please consider the following:*

1. *M.B.A. from Cornell University.*
2. *B.S. degree in Industrial Management.*
3. *Twenty years Fortune 500 employment experience, 8 in corporate employment.*
4. *Six years employment management experience.*
5. *Senior level management recruitment experience.*
6. *Extensive use of executive search firms.*
7. *Management of high-volume technical recruitment in electronics industry.*

In each example, the factors listed in the linear comparison address a specific requirement listed by the employer in the advertisement. Further examples of the linear comparison are contained in the sample cover letters at the end of this chapter.

Generally, I recommend the linear comparison over the literary comparison, particularly when the employment applicant has most or all of the qualifications called for in the ad. This line-by-line description of qualifications is easily read and greatly facilitates qualifications comparison.

Let's now take a look at the literary comparison approach.

### *The Literary Comparison*

The literary approach is recommended when only some of the employer's requirements are met. In such cases, use of the linear comparison will tend to make it too easy for the employer to spot the missing qualifications. Under these circumstances, the literary approach will better suit your purposes.

When using the literary comparison, you repeat a portion of the advertisement in the cover letter and then follow with a short description of your related qualifications. This approach facilitates comparison with requirements set forth in the recruitment ad and serves to highlight your qualifications to fill the position.

The following are some examples of the literary comparison approach:

## Example A

*Your ad states that you are seeking a “Ph.D. statistician with over 10 years of experience in the field of total quality.” I hold a Ph.D. in Statistics from Washington University and have been employed by Radnor Corporation in the field of total quality for the last 12 years. Currently, I am the Manager of Total Quality for the corporation.*

## Example B

*According to your ad, you are seeking a “Senior Project Engineer with a degree in Mechanical Engineering and over 8 years experience in paper machine project engineering.”*

*I have an M.S. in Mechanical Engineering from the University of Michigan, and have been employed in the capacity of paper machine project engineer with Deltar Paper Company since 1991. During this time, I have played a primary role in the installation and/or rebuild of 6 paper machines. My last project entailed a \$23 million rebuild of a light weight coated paper machine to include state-of-the-art, on-line coating technology.*

The balance of this chapter contains several examples of employment advertisements, along with sample responses. You will note how these letters employ the comparison techniques just discussed, along with the other letter components discussed earlier.

Careful study of these letters and the recommendations made in this chapter should enable you to construct good cover letters that effectively respond to employment advertising and that enhance the probability of employment interviews.

SAMPLE A *Employment Advertisement*

## DIRECTOR OF TOTAL QUALITY

Fortune 200 leader in the manufacture of printing and converting papers seeks Director of Total quality for its Chicago-based headquarters.

Position reports to President and will function as an in-house consulting resource to the senior executive staff, six operating divisions, and field sales organization in the development and implementation of a corporate-wide total quality initiative.

Position requires advanced Statistics degree and intimate knowledge of Deming's management principles and total quality methods. Successful candidates must be thoroughly versed in the application of statistics to TQM including design of experiments, control charting, variance analysis, etc.

Qualified candidates will have demonstrated expertise in the design and delivery of TQM statistical methods workshops at all organizational levels—hourly employee through executive. Preferred candidate will have successfully led implementation of a major TQM initiative in a sizeable organizational unit.

Interested persons send resume and compensation requirements to:

Mr. David R. Baxter  
Director of Staffing

**Fairfax Paper Company**

825 Commerce Blvd.  
Chicago, IL 18736

An Equal Opportunity Employer M/F

SAMPLE A *Advertisement Response*

120 Sparrow Lane  
 Thorndale, PA 19274  
 March 24, 1998

Mr. David R. Baxter  
 Director of Staffing  
 Fairfax Paper Company  
 825 Commerce Boulevard  
 Chicago, IL 18736

Dear Mr. Baxter:

I am enclosing my resume in response to your March 23rd advertisement in the Chicago Tribune for a Director of Total Quality. This position sounds like an excellent match for my background and interest, and I would welcome the opportunity to discuss it further with you.

My matching qualifications are as follows:

- Ph.D. in Statistics from the University of Florida
- Dr. W. Edwards Deming Institute Graduate (1992)
- Successful design/implementation of Corporate TQM Program at Wesson Foods
- Expert in application of TQM statistical methods (e.g., experimental design, control charting, Pareto analysis, variance analysis, regression analysis, etc.)
- Designed/delivered 12-course series in TQM methods and statistics to over 6,000 employees (hourly workers, professionals, managers and executives) across corporation.

Should you agree that my credentials are a suitable match for your requirements, I would greatly appreciate the chance to further explore this opportunity through a personal interview. I feel confident that I can provide the kind of leadership that will ensure the success of your TQM initiative.

Salary requirements are in the low \$100,000 range with some flexibility for negotiation dependent upon specifics of the offer and career growth prospects.

You can reach me during the day, on a confidential basis, at (215) 344-9586.

Thank you for your consideration, and I look forward to hearing from you.

Sincerely,

*Barbara A. Bowman*

Barbara A. Bowman

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Enclosure

SAMPLE B *Employment Advertisement*

## SENIOR PROJECT ENGINEERS PAPER MACHINES

Bramson Paper Company, a leading forest products company, seeks several project engineers to staff a \$1.2 billion capital expansion project, the largest such project ever undertaken in company history. Successful candidates will have complete project responsibility from feasibility study through machine start up. This is an exciting opportunity for those seeking major project experience and accountability.

Positions require a B.S. in Mechanical Engineering plus five or more years experience in paper machine project engineering. Twin-wire forming and wet end experience highly desirable. Must be able to work independently, handle major project accountability, and provide technical direction to junior engineering staff. Familiarity with TDC 3000 control systems also desirable.

Excellent growth potential for advancement into engineering management. Highly competitive compensation and benefits package provided.

Qualified candidates should submit resume, including salary requirements, to:

Ms. Ann L. Johnson  
Manager of Technical Staffing  
**Bramson Paper Company**  
200 East River Street  
Dansford, MA 89372

An Equal Opportunity Employer M/F

SAMPLE B *Advertisement Response*

Apt. 2-C, Lakeview Arms  
200 Shore Road  
Detroit, MI 29874  
May 26, 1999

Ms. Ann L. Johnson  
Manager of Technical Staffing  
Bramson Paper Company  
200 East River Street  
Dansford, MA 89372

Dear Ms. Johnson:

You have piqued my interest with your May 24th Boston Globe advertisement for Senior Project Engineers—Paper Machines. This position sounds intriguing, and I therefore enclose my resume for your consideration. It appears that my qualifications and interest are both well-suited to your needs.

Your ad calls for a B.S. in Mechanical Engineering with over five years paper machine project experience. You state that twin-wire forming and wet-end experience are also desirable. I hold a B.S. degree in Mechanical Engineering from Michigan Technological University and have six years paper machine project engineering experience with Appleton Paper Company. This includes twin-wire forming. I have successfully engineered the complete forming section, including all wet-end systems, for a new 280" fine paper machine. All work was completed on time and under budget!

As called for in your ad, I have worked independently on major projects (up to \$60 million) and have led project teams of up to six engineers. I also have extensive control systems background.

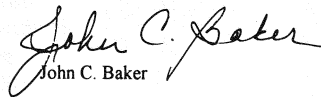
I appear well qualified for your opening, and would welcome the opportunity to further discuss the requirements in greater detail with you and the members of your engineering staff.

Compensation requirements are somewhat flexible; however, my current annual compensation is \$90,000.

Since I travel and may be somewhat difficult to reach, please leave a phone mail message to include a convenient time for me to reach you. My phone number is (315) 344-9827.

Thank you for your consideration, and I look forward to hearing from you shortly.

Sincerely,

  
John C. Baker

jcb

Enclosure



SAMPLE C *Employment Advertisement*

## OPERATIONS MANAGER

Leading engineering firm in the asbestos abatement industry (\$200 million sales) seeks talented Operations Manager for Southern New Jersey site. Position reports to Vice President of Consulting Engineering and is responsible for direction of 120-employee asbestos consulting and removable operations.

Position requires undergraduate engineering degree with 10+ years engineering construction management or allied experience. Must have solid experience in construction estimating and management of subcontract operations related to commercial and industrial structures. Knowledge of asbestos abatement and/or hazardous waste disposal helpful, but not required.

Our firm is experiencing dynamic growth and offers excellent career advancement opportunities for strong contributors.

Highly competitive compensation package along with exceptional flexible benefits package offered. Full relocation assistance available.

Send resume and compensation requirements to:

Christopher B. Waters  
Human Resources Manager  
**Waste Disposal, Inc.**  
100 Lancaster Road  
Wilmington, DE 17395

Equal Opportunity Employer M/F

SAMPLE C *Advertisement Response*

200 Furling Lane  
Annapolis, MD 13749  
April 25, 1998

Mr. Christopher B. Waters  
Human Resources Manager  
Waste Disposal, Inc.  
100 Lancaster Road  
Wilmington, DE 17395

Dear Mr. Waters:

I read your April 24th ad for an Operations Manager in the New York Times with a great deal of interest. Please consider me a candidate for this position. A copy of my resume is enclosed for your reference.

It would appear that my background and experience are an excellent match for your needs, as demonstrated by the following highlights:

- B.S. degree in Civil Engineering from Drexel University
- 15 years engineering construction/consulting experience (8 years in construction)
- Large-scale commercial/industrial subcontract management experience (engineering of \$30 to \$40 million HVAC projects using 100 to 200 subcontract employees)
- Knowledge of chemical hazardous waste disposal

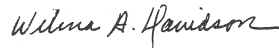
I have watched the impressive growth of the hazardous waste engineering/consulting industry, and am excited with the prospects of joining an organization such as yours. I hope to have the opportunity to meet with you personally to further explore career possibilities at Waste Disposal, Inc.

My current annual compensation at Colmar Engineering is \$85,000. I would require compensation in the \$90,000 to \$95,000 range.

I can be reached at (412) 854-9725 during the day, or (412) 355-9827 during evening hours.

Thank you for your consideration, and I look forward to hearing from you in the near future.

Sincerely,



Wilma A. Davidson

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Enclosure

SAMPLE D *Employment Advertisement*

## HUMAN RESOURCES MANAGER

Fortune 100 consumer products company seeks manager for Corporate Human Resources function. Reporting to the Vice President, position has functional responsibility for organization design & development, human resources planning, staffing, and compensation & benefits. Will manage staff of 42 professionals and provide full range of human resource services to 1,300 employee headquarters facility.

Successful candidate will have a Masters degree in Human Resources Management and 15 years broad generalist experience. Must come from sizeable organization and led cultural transition from traditional management system to one that is participatory, team-based. Requires skilled facilitator capable of providing leadership to executive staff in innovating organizational change and new direction.

Position requires strong belief and advocacy for the fundamental principles of employee participation and "high-performance work systems". Must be an open, friendly, warm, easily approachable individual who engenders trust and confidence in others.

Highly competitive compensation package includes base salary plus performance bonus. Excellent benefits program.

Qualified individuals send complete resume, including compensation requirements to:

Sandra F. Jenkins  
Vice President Human Resources  
**Bellstar Corporation**  
126 East 32nd Street  
San Francisco, CA 64892

An Equal Opportunity Employer M/F

SAMPLE D *Advertisement Response*

22 Ducktail Ridge  
Roanoke, VA 13928  
June 20, 1998

Ms. Sandra F. Jenkins  
Vice President Human Resources  
Bellstar Corporation  
126 East 32nd Street  
San Francisco, CA 64892

Dear Ms. Jenkins:

It is with great interest that I enclose my resume for the position of Human Resources Manager as advertised in the Wall Street Journal on June 19th. This appears an exciting career opportunity, and I would welcome the chance to meet with you to discuss the contributions I can make to your organization. I believe I am well qualified for this position.

Your ad states you seek an advanced Human Resources degree and 15+ years as a generalist in a major organization. You also require a skilled facilitator who strongly advocates the fundamental principles of employee participation and high-performance work systems, and who can provide senior management leadership in innovating organizational change processes.

I hold an M.S. in Industrial Relations from Michigan State University and have major company experience as a generalist. As Human Resources Manager for the Hilmarr Corporation, a \$750 million (12,000 employees) electronic components manufacturer, I provide the full range of Human Resource services to the corporate staff and four operating divisions. I also serve as the senior O.D. consultant to the President's staff in change management, with focus on transforming the organization to a team-based, high-performance work system environment. I am the lead corporate advocate for employee participation, and we have made enormous inroads on several fronts!

Addressing some of the personal trait preferences described in your ad, I am known for being outgoing and personable in my approach. I have excellent rapport with employees, and believe they would describe me as both open and honest. I feel the "trust factor" would also be rated very high, and further believe that employees feel quite free to seek my counsel on sensitive matters.

I feel that I am an excellent match for your requirements, and would welcome the chance to further explore this opportunity with you directly. Compensation requirements are in the low \$100,000 range.

Thank you for your consideration, and I look forward to hearing from you.

Sincerely,



Arthur D. Tailor

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Enclosure

SAMPLE E *Employment Advertisement*

## COST ACCOUNTANT

A leader in the manufacture of industrial heat exchangers, Kelso Corporation is seeking a Manufacturing Cost Accountant for its Lawndale plant. This position reports to the Plant Accounting Manager and is accountable for all cost accounting for our Sun King industrial blower line. Kelso's sales have tripled in the past five years, and major expansion is planned.

We seek a person with a B.S. in Accounting and at least two years manufacturing cost experience. Prefer metal fabrication industry experience, but not an absolute requirement. Must be thoroughly versed in standard cost methodology and Lotus 1-2-3 or similar software. IBM compatible PC literacy a must.

Excellent salary and fringe benefits offered.

Send resume in confidence to:

Conwell R. Leinbach  
Employment Manager  
**Kelso Corporation**  
1325 Wexler Street  
Philadelphia, PA 19113

An Equal Opportunity Employer

SAMPLE E *Advertisement Response*

205 Sail Road  
Brigantine, NJ 15396  
July 22, 1999

Mr. Conwell R. Leinbach  
Employment Manager  
Kelso Corporation  
1325 Wexler Street  
Philadelphia, PA 19113

Dear Mr. Leinbach:

I am forwarding my resume in response to your July 20th ad in the Philadelphia Inquirer for a Cost Accountant. I am very interested in this position, and would appreciate your consideration of my candidacy.

You will note from the enclosed resume that I have many of the attributes you are seeking for this position. Please consider the following:

- B.S. in Accounting from Penn State University (honors graduate)
- 3 years manufacturing cost accounting experience with ColdStar Corporation (an air conditioning metal cabinet fabricator)
- Thoroughly versed in standard manufacturing cost methodology
- Proficient in use of PC's, Lotus 1-2-3 and other spreadsheet software

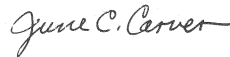
For performance purposes, I have been consistently rated at the "exceeds all job requirements" level, and can furnish both strong business and personal references. I am noted for being unusually hard working, and enjoy an excellent reputation for the timeliness and accuracy of my work.

I would be very pleased to discuss your requirements in greater detail during a personal interview, and hope that I will have the opportunity to do so.

I can be confidentially reached during the day at (609) 426-3847 or at (609) 226-9384 during the evening.

Thank you for considering me, and I look forward to hearing from you in the near future.

Sincerely,



June C. Carver

jcc

Enclosure

SAMPLE F *Employment Advertisement*

## **CORPORATE BUYER INDUSTRIAL CHEMICALS**

National Foam, an \$875 million leading manufacturer of polyurethane foams for industrial applications, seeks a Corporate Buyer for industrial chemicals. This is a centralized Procurement function supplying five plants, with annual chemicals budget of \$125 million.

We seek a buyer with a B.S. degree in the chemical sciences, having 10+ years bulk industrial chemicals purchasing experience. Must be skillful negotiator of long-term bulk contracts with solid reputation for cost savings, quality, and on-time delivery. TDI, resins, or related experience helpful, but not required. Must be intimately familiar with bulk purchasing and multi-location delivery.

Excellent compensation and benefits package is available for qualified candidates. Relocation assistance also provided.

Jeffrey A. Morse  
Director of Human Resources  
**National Foam, Inc.**  
100 Henderson Road  
Old Forge, NY 89573

We Are An Equal Opportunity Employer

SAMPLE F *Advertisement Response*

18 Kilmer Lane  
Rome, NY 12847  
August 21, 1998

Mr. Jeffrey A. Morse  
Director of Human Resources  
National Foam, Inc.  
100 Henderson Road  
Old Forge, NY 89573

Dear Mr. Morse:

Your August 20th ad in the Rochester Herald for a Corporate Buyer - Industrial Chemicals caught my eye! This position appears an excellent fit for my background, and I am enclosing my resume in hopes that I can generate an equal level of interest in my candidacy.

Your ad indicates you are looking for a science-degreed chemical buyer with 10+ years industrial bulk chemical procurement experience for a multi-location company. You state you require a skilled, long-term bulk chemical contract negotiator with a reputation for cost savings, quality and on-time delivery. This seems to fit me to a "Tee"!

A degreed chemist, I have been employed as a bulk chemical buyer by the Buttal Corporation for over 12 years. My forte has been successful negotiation of some \$85 million of long-term bulk chemical contracts for multi-locations (3 plants) at very favorable terms and pricing.

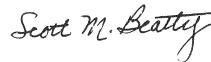
By centralizing chemical buying and negotiating improved long-term, bulk contracts, I have saved Buttal over \$6 million annually, and greatly improved both quality and delivery service to our manufacturing sites. Through my efforts, we have also built stronger partnerships with our suppliers which have, in fact, led to product improvements that have enhanced our competitiveness in the marketplace.

I am quite interested in the position you advertised, and would welcome the chance to further explore this opportunity during a personal interview. I feel I can contribute significantly to your objectives, improving both cost and service to your organization.

Please feel free to contact me at (315) 775-0937 during the day or at (315) 644-9284, which is my home number, during the evening.

I would be pleased to hear from you. Thank you for your consideration.

Sincerely,



Scott M. Beatty

smb

Enclosure



SAMPLE G *Employment Advertisement*

## Senior Research Scientist

Leading Fortune 50 chemical company headquartered in Wilmington, Delaware seeks talented Senior Research Scientist for its Agricultural Chemicals Division Research Team. Position reports to the Director of Process Development, and will serve as lead scientist in the development of an oxidation process for a new herbicide intermediate with potential production of several million pounds per year.

This position requires a Ph.D. in Organic Chemistry and at least 5 years research experience in the development of agricultural chemicals, including production scale-up of herbicides. Requires creative problem-solver with strong communications and team skills. Must have a demonstrated track record of successful new product development and be skilled at both pilot plant trials and full scale start-up.

Position offers highly competitive base salary plus performance-based incentives. Generous benefits program, including company-paid medical coverage for both employee and dependents.

Qualified candidates, please send or email your resume, including compensation requirements to:

Wilma R. Stevenson  
Director of Staffing

**Horton Chemical Company**

116 East Market Street  
Wilmington, DL 18374

Email: [WilSte@Horton.com](mailto:WilSte@Horton.com)

An Equal Opportunity Employer

SAMPLE G *Advertisement Response*

818 Kimberly Lane  
West Chester, PA 19382  
December 4, 2005

Ms. Wilma R. Stevenson  
Director of Staffing  
Horton Chemical Company  
116 East Market Street  
Wilmington, DL 18374

Dear Ms. Stevenson:

In opening the December 3<sup>rd</sup> edition of the *Wilmington Times*, I was delighted to find your advertisement for a Senior Research Scientist, a position that appears an excellent fit for my credentials. This position is of particular interest to me, and I am therefore enclosing my resume for your consideration.

As called for in your ad, I hold a Ph.D. in Organic Chemistry from the University of Delaware and have over 5 years in agricultural chemicals process development, including both pilot plant development work and full-scale start-up experience. As a Senior Scientist for Agri Chemicals, Inc., I have been instrumental in the development of a number of new products and processes, including work with herbicides.

My creativity is supported by the fact that, as the principal scientist in each case, I have been issued 12 U.S. patents for new chemical processes and products. I have excellent communications skills and function extremely effectively as both a leader and key contributor to product development teams.

Several of my key accomplishments have been detailed on the attached resume. I think you will find that my qualifications are an excellent match for your requirements, and that I would be capable of making an immediate contribution to your new herbicide process development program.

If you agree, I would welcome a phone call (or email) to see if we can arrange a convenient time to meet to further discuss my background and this interesting employment opportunity. I can be reached at my office phone, (302) 557-9574.

Thank you, and I look forward to hearing from you.

Sincerely,

*Carla P. Swenson*

Carla P. Swenson

SAMPLE H *Employment Advertisement*

## Product Manager Marketing

Leading, \$8 billion, Fortune 100 forest products company seeks talented Product Manager – Marketing for its Plywood & Lumber Products Division. This position reports to the Vice President of Marketing and is accountable for development and implementation of brand strategies designed to further penetrate and expand market share for its new line of pressed composite board sold into world markets through an international distributor network.

Successful candidates will possess an M.B.A. in Marketing from a top school, and at least 6 years brand management experience in the forest products industry to include marketing of lumber products. Must demonstrate strong strategic thinking skills, and have solid, in-depth knowledge of the market and key competitors. Also requires demonstrated success in the launch and establishment of brand leadership for new product lines.

Excellent advancement opportunities based upon contribution and accomplishment. Competitive base salary combined with attractive incentive program. Full benefits program provided.

Qualified candidates, please forward full resume and compensation requirements to:

Arnold W. Bresner  
Staffing Manager

**Wilson Forest Products, Inc.**

835 Commerce Way, Green Bay, WI 18374

An Equal Opportunity Employer

SAMPLE H *Advertisement Response*

926 Pine Ridge Trail  
Federal Way, WA 23847  
November 16, 2003

Mr. Arnold W. Bresner  
Staffing Manager  
Wilson Forest Products, Inc.  
835 Commerce Way  
Green Bay, WI 18374

Dear Mr. Bresner:

Your advertisement for Product Manager - Marketing appearing in the current issue of *Forest Products News* caught my eye. As the enclosed resume will confirm, I appear to be exceptionally well qualified for this position and would welcome the chance to further explore this opportunity during a personal interview at your headquarters in Green Bay.

Please consider the following brief summary of relevant qualifications:

- M.B.A. in Marketing from the University of Chicago
- 7 years Brand Management experience in the Forest Products Industry
- 3 years marketing accountability for plywood and wood flooring products
- Led brand strategy that propelled new brand from # 6 to # 2 in market share in 3 years
- Successfully launched 4 new wood product lines, consistently beating market share objectives

My entire career has been with the Wood Products Division of Rainier Forest Products Company, where I have distinguished myself as a major contributor to its corporate marketing function.

Should you agree that my qualifications are a good match for your current staffing need, I would appreciate hearing from you in the near future. You need to be aware that I am currently under serious consideration for a Senior Brand Manager's position with another company, and anticipate receiving an offer in the near future.

The position of Product Manager - Marketing at Wilson sounds quite appealing, however, and I would hope to have the chance to discuss this opportunity with you shortly.

Thank you for your consideration.

Sincerely,

*Daniel C. Baker*

Daniel C. Baker

Enclosure

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