

Part-time cover letter basics

Sample cover letter

*Employer Details:
Name of contact /Manager
Their position title
Company name
Company address*

Mr. John Deakin
Store Manager
Foodology, DFO
1 Spencer Street
Melbourne, VIC, 3000

*Use an email address that is a version of your name.
Not a humorous one!*

Jill Sample
1/221 Beginwell Street,
Burwood, VIC, 3125
Mobile: 0423 000 000
jillsample@hotmail.com

Your name, address and contact details can be aligned to the right or left. Right alignment allows more space.

Current date

10 April, 2009

For cold calling letters (where no job has been advertised), explain briefly what kind of employment opportunity you are seeking. If you've been referred by a friend or colleague known to the employer, mention this.

Dear Mr. Deakin,

Re: Casual Sales Assistant Position Ref: 20142

*The first paragraph must make the employer want to read further.
To get their attention show genuine interest and enthusiasm about the job!*

I was excited to see your advertisement for a Casual Sales Assistant advertised on the Seek website on 6 April, 2009. I wish to apply for this position. Foodology is my favourite cookware brand and I am the proud owner of many pieces from the Chef's Essential range. My passion for cooking together with my proven ability to sell the technical features of home goods would make me a valuable addition to Foodology's team.

Jill explains why she is interested in this position.

I am a first year student studying for a Bachelor of Marketing at Deakin University. I can adapt my study schedule to meet the changing demands of the position, particularly over the busy Christmas period.

My retail sales role for a major electrical retailer has provided me with the skills and experience to sell the extensive range of quality homewares Foodology is famous for. In particular, my role at Balmarki Electrical required me to sell many kitchen appliances by well-known European brands such as Miele and Blanco. I have experience selling the technical features of kitchen goods and a proven ability to match product features to the customer's needs. Furthermore, I was required to transact payments (cash and electronic), process refunds and liaise with suppliers and other staff in order to develop an extensive product knowledge.

Jill shows how her previous experience is relevant to this position.

My experience in King Restaurant in Burwood enabled me to combine my love of good food with my excellent sales and service abilities to ensure that customers had a great dining experience. Working during high-volume periods required a high degree of professionalism, strong organisational skills and an excellent culinary knowledge. My friendly, bubbly personality was appreciated by both customers and co-workers.

*Jill gives examples of using her skills in other situations.
The skills you discuss need to focus on the needs of the employer.*

To Foodology I bring excellent communication skills, a strong work ethic, a proven sales ability and a love of good food. My relevant sales experience, customer service skills and knowledge of cooking would enable me to effectively sell the quality features of Foodology product to a diverse range of clientele. I will work seamlessly with your sales and customer service team to ensure that customers purchase the products that best suit their needs and have a first-rate shopping experience.

Attached is a copy of my resume. I would appreciate the opportunity to discuss my application further at interview. Please feel free to contact me should you require any further information.

Yours sincerely,



*Your signature
(If a printed letter)*

Ms. Jill Sample

Your name

If 'Dear Sir / Madam' was your greeting, then your closing should be 'Yours faithfully'.

*For cold calling letters, include a sentence that compels action. For example: 'I will contact your office on Wednesday, April 15th to arrange a time to discuss my application.'
Of course this means you must follow up!!*

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Your application MUST use your own language and describe how your experience suits the position.

See the career guide [How to identify and demonstrate your skills](#) for further ideas.

Sample advertisement

Below is the advertisement to which Jill is responding. Read it carefully and highlight the skills and attributes the employer seeks in a candidate. Compare those to what Jill has written in the cover letter to find any areas she has forgotten to address!

Sales Assistant - Casual

Foodology

Foodology is a leading homewares retailer specialising in an extensive branded offer of quality homewares and cooking appliances. We require an experienced casual sales assistant for our store located in the Spencer Street DFO.

Duties will include:

- All aspects of daily store operations including cash handling.
- Ensuring excellent customer service is upheld within the store.
- Sales of homewares and cooking equipment in a very fast paced retail environment.

You will need to work well in a team environment and have great people skills. Strong sales skills and a bubbly personality are essential. A passion for cooking or experience in the kitchenware industry is desirable.

You would be able to work weekends and Friday nights, and some weekday work is required over the busy Christmas period. If you would like to work in a friendly, supportive environment APPLY NOW (Ref 20142).

John Deakin

Foodology Melbourne Store Manager (DFO)

jdeakin@foodology.com.au

The steps to a good cover letter

1. Read the advertisement carefully to find the skills and experience required and/or valued.
2. Work out how you match through the skills and abilities developed by your past work experience, volunteer or extra-curricular activities.
3. Show the employer how you match the position through using relevant examples in your resume and cover letter.