

Effective Cover Letters

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Overview – Cover Letters

The main purpose of a cover letter is to summarize your suitability to **an existing specific position** when applying to an advertised posting. The cover letter is a good tool to demonstrate both your written and problem solving skills. It demonstrates that you understand the COMPANY's needs in filling a specific position and that you are able to match your skills and the company's needs all in a one page document.

Some recruiters will look at the resume first and decide if they want to continue with your cover letter, whereas other recruiters will read the cover letter first. Because there is no right or wrong order, you need to make sure that both documents are strong. A well-written, tailored cover letter will help you get an interview if it highlights how your skills, experience and training match and benefit the job that has been advertised. It is imperative to integrate your skills with their needs, as this demonstrates to the employer how you have interpreted their job description.

In the US, cover letters are very brief. There is less emphasis on matching your skill-set and demonstrating your writing abilities.

A cover letter is persuasive in nature. Your aim is to show the employer that **you have the skills and experience they are looking for.**

Discuss your SKILLS and EXPERIENCE related to the specific position you are applying for.

You also need to show them how you can contribute to their organization. You do this by **highlighting the relevant details of your resume related to the specific position you are applying for.**

When Emailing Cover Letters:

Attach your cover letter and resume saved as a PDF (.pdf) or Word (.docx) file. In the "subject" line, note the name of the job you are applying for – "Application for Position of Junior Accountant – Job ID 1234". If you are using a Mac (Apple) computer, the formatting may appear different when the file is opened by the employer, so send it to somebody with a PC first to verify that your formatting remains the same.

There are two options for how to introduce your resume and cover letter in the body of your email.

1. Write a brief email message referring the recruiter to your attached file, and in that correspondence, include some of your related skills and experience (from the "Highlights of Qualifications" or "Profile" section in your resume).

Example:

Dear Ms. Thiara,

Please find attached my application for the position of Junior Accountant. As a recent graduate from the Beedie School of Business in the Accounting program, I have over two years of related experience through the Business Co-op program, having excelled in roles such as Accounting Assistant and Residential Accounting Clerk. I have strong leadership and project management skills developed through my role as President of the Accounting Student Association at SFU. I am able to build and maintain relationships with diverse groups of people, as

shown through reaching out to the community and industry professionals to increase sponsorship and enhance employer participation in our events. Additionally, my experience in the Community Volunteer Income Tax program has allowed me to further develop my client service skills as I was assisting individuals of different background with their income tax returns.

2. Copy and paste the cover letter in your email correspondence. You may attach your cover letter as well.

When using the “track changes” function, make sure you accept all changes and are not sending in a document that is marked up!

What Employers Look For

A well-written cover letter speaks about the benefits you bring to the job - your expertise, your mastery of technology, your personal attributes, and how the company will benefit from hiring you. Your letter should illustrate:

- The **skills** and **experience** you have which **match** their **needs**

For example, if the internship/job posting notes you are required to:

Maintain and coordinate BCAA's social media presence and integrate social media and multi-media into BCAA communications strategies

Your letter should highlight your related experience and skills:

As a Social Media Coordinator at a startup company, I led a five part implementation of their social media strategy using Facebook, Twitter and YouTube viral campaigns, which reduced the cost of event promotions by 10%.

- **Keen interest** in working with their company shown by your research and your ability to identify where you can add value in the company
- **Knowledge** of the industry and that particular career area
- **Strong written communication skills**; able to clearly express yourself in a concise and to-the-point manner
- **Attention to detail** – absolutely no spelling or grammatical errors
- **Signature** – you may sign your cover letter by scanning your signature or typing in script font style

Even ONE spelling or grammar error can cause your application to be rejected.



Developing Highly Effective Cover Letters

Step 1 ~ Analyze the Position

After examining a job posting, and/or researching a career area, you need to answer the following:

- **What qualifications are necessary?**

Most job postings will list required skills, education and experience.

- **Do I have the skills, education and experience required to meet the employer's needs?**

The rule of thumb is: if you have most of the skills and qualifications requested by an employer, apply for the position.

Note: employers do not hire BBAs and MBAs based on their education alone. They hire based on:

- your previous related work experience
- your transferable skills
- your business education and training

Focusing primarily on your education as the reason they should hire you does not impress employers.

- **Am I interested in the company, the industry, and this line of work?**

Employers can quickly assess if a potential candidate is interested in working for them or just blanketing the market with resumes in attempts to get a job. Make your cover letter stand out by explaining why you are interested in working for that company.

Company research is essential when developing cover letters that stand out. For information on how to research companies, refer to the "*Job Search Strategies*" career management guide.

Once you have answered the above, develop a cover letter which clearly answers these questions:

- ✓ WHAT skills and experience do you offer which **match** that company's and/or job's needs?
- ✓ WHY do you want to work for that company?
- ✓ HOW will you add value to their company based on your company research?

If you are unsure whether your background matches an employer's needs, drop by the CMC for a career advising appointment.



Step 2 ~ Appropriate Content

When writing your cover letter, follow the formal business format of writing letters. Recruiters have requested that your **one-page** letter should include:

Content

1. Your **Header**: include your name, address, postal code, phone number, email address and web page (if applicable and professional). Your header may be used on all job search tools, i.e. resume, references, cover and thank you letters.
2. **Date**
3. **Contact Name and title**
4. **Company Name and Address**
5. **Dear** _____ (contact person – use Mr. or Ms.). DO NOT use “To Whom It May Concern” or “Dear Sir or Madame”. Show that you’re resourceful and find the correct person to whom you should address the letter to. If all else fails, use “Dear Hiring Manager”. If the contact person has a gender-neutral name, don’t guess! Do your homework to find out if the hiring manager is a Mr. or Ms., and if you are not able to get this information, “Dear Jamie Young” is acceptable as a last resort.
6. **Subject Line** to indicate which competition or position you are applying for. i.e. ‘Re: Market Analyst Internship, Job # 12345’. This can be bolded or underlined.
7. **Intro paragraph** stating why you are writing and explaining why you are interested in them or that position. You should also tie in how you would be a great fit for the role.
8. **Body** of letter: normally 3 to 4 paragraphs, showing how your skills and experience match their needs and how you’ll add value.
9. **Closing** line: “Sincerely” or “Regards”
10. Your **Signature** – scanned or typed in script font style
11. Notation of an **Enclosure** – indicates to the recipient that there is another document enclosed (usually a resume) i.e. ‘Enclosure: Resume, Writing Sample, Transcripts’

Have your cover letter critiqued during a career advising appointment to ensure you are effectively marketing yourself.

In North American culture, in written correspondence, when using ‘Mr.’ or ‘Ms.’, **NEVER** use the first name in conjunction with it.

* Incorrect: Dear Mr. Joe Smith,
✓ Correct: Dear Mr. Smith,

AVOID using ‘Dear Sir or Madame’ or ‘To Whom It May Concern’

* Incorrect: Dear Sir or Madame,
✓ Correct: Dear Hiring Manager,

Step 3 ~ Attracting the Employer’s Attention

Your cover letter should contain these four key sections:

1. Contact Information:

- Address your letter to a **specific person** if at all possible.
- Ensure their name and title are spelled correctly.
- Research or call the company to find out who is the key person in charge of the department that might hire you.

2. Introduction (first paragraph):

You only have a few seconds to wow the reader of your cover letter, so do not waste this opportunity spark the employer’s interest, provide information about why you be an asset to the company and demonstrate how you would be a great fit for the role. With hundreds of applicants competing against you, it is necessary for you to stand out from the crowd right away.

- State the specific position you are applying for.
- Generate the reader’s interest by noting:
 - you have been referred by a mutual contact
 - your research into their company
 - how you can add value to their company
- Explain why you are interested in the company or the particular position.
- End with a summary sentence of what makes you a strong candidate.

NEVER focus on how you will benefit from being hired.

ALWAYS focus on how the company will benefit if they hire you.

Sample introduction

While researching Frito Lay Canada I came across an article in Business in Vancouver and was impressed to learn about your company’s commitment and recent efforts to eliminating trans fats from your products. I also had the opportunity to speak with Jane Smith at the Business Career Expo about the number of community outreach programs Frito Lay supports. These initiatives, along with the fact that I have spent many of my university study nights with your family of snacks, and my high involvement in the community are the reasons that I am excited about promoting the Frito Lay Brand as a summer Sales Representative.

3. Body of Letter (middle paragraphs):

In the body of the letter, clearly identify that you have the specific skills that the employer or specific position requires.

- Highlight only your qualifications, which are related to that job.
- Give SPECIFIC EXAMPLES of your skills.

- State or illustrate specific product, company and industry knowledge.
- Use ACTION VERBS when summarizing your experience, skills, and qualifications (refer to the ‘Transferable Skills’ section in the “*Professional Business Resumes*” career management guide).
- Limit the use of the word “I”. You are focusing on meeting the employer’s needs, not your own.
- Eliminate unnecessary words; be concise.
- Avoid any negative language.
- Focus on what you can do for the employer; avoid focusing on what you want or what you can gain.

Be sure to use the technical language of the career / industry you are targeting.

The body of your cover letter can either be written in full sentences (paragraph form), or you can include bulleted points. If you choose to do bullets, the sentence leading up to it will be some form of transition into the bullets, which should address your qualifications and key skills. Examples of both styles can be found in the “Sample Letters” section of this guide.

Sample body

Currently, I am pursuing my third year of a Bachelor of Business Administration Degree at Simon Fraser University majoring in marketing. My combined four years of work experience through university and high school has focused on providing the best customer service. I have developed a strong ability to assess customer needs and offer products or services to suit those needs, resulting in a history of increased sales for my employers through both increasing customer retention and bringing on new clients.

I have an appetite for challenging situations and have a proven record of exceeding expectations. In my current position at National Bank Financial, I doubled the target number of new clients within the first four weeks on the job. I have a similar record of achievement as a Sales Representative for College Pro Painting where I independently brought on board 10 painters and managed the team to complete 25 painting contracts to a 100% satisfaction level for each customer.

4. Ending of Letter (last paragraph):

- Summarize what makes you a strong candidate.
- Reaffirm your interest in working for that company.
- State your appreciation to the reader for reviewing your resume.
- Optional: Indicate what you will be doing in terms of follow-up (it is ideal if you are the one doing the follow-up).

Sample ending

I look forward to the opportunity to further discuss how my background of building positive relationships with clients and my high level of energy and enthusiasm is a good fit with your philosophy of hiring the “best ingredients” as your employees. Thank you for your consideration of my application. I will call you next Thursday to follow up in regards to the status of my application.

Follow up

As an optional part of your last paragraph, you can indicate when you will follow up with the employer. This is appropriate if you have the contact person’s phone number and feel comfortable engaging with employers this way. If you indicate that you will follow up, make sure you do so! Be aware that not all recruiters and industries want you to contact them for a follow up to your application.

A phone follow up is ideal. Be prepared to make a positive impression, and avoid the typical question “I would like to follow up on the status of my application.” Instead, ask general questions about the recruiting process. You can say “I recently submitted my application for the Business Analyst position with your IT Transformations department. I wanted to make sure you received it, and also ask about when you are expecting to shortlist candidates for the first interview.”

Creating a Professional Image

Your cover letter needs to create a positive first impression. Here are some of the “Do’s” and “Don’ts” to think of when creating your cover letter.

DO:

- Ensure there are no typing, spelling or grammar mistakes
- Have a well-organized layout; headings and text properly aligned; formatting consistent throughout
- Use a professional font that is easy to read and no smaller than 10 point
- Ensure your cover letter is single spaced, and write in full sentences or include bulleted points
- Have sufficient white space around the text so recruiters can write comments. Margins of 0.75” – 1.0” are preferred
- Avoid using attention-getting gimmicks. Your abilities and presentation should sell themselves
- Save your cover letter as “Lastname_Firstname_coverletter.doc”
- Use the same letterhead so it matches your resume
- Print your cover letter on the same paper as your resume; preferably light coloured, plain bond paper

**Edit carefully for SPELLING
and GRAMMAR ERRORS!**

**Even 1 error can eliminate
your application!**



DO NOT:

- Use more than two font sizes or one font style throughout your cover letter
- Use unusual bullet points
- Copy bullets directly from your resume
- Include information regarding age, race, marital status
- Include salary history or requirements (unless indicated by the job posting)
- Include reasons for termination

We have included a useful checklist to assist you in building your cover letter. It can be found on the next page of this document.



Effective Cover Letter Checklist

FORMATTING

- I have used a professional font that matches my resume.
- I have set my top, bottom, left, and right margins to 0.75" – 1.0" to match my resume.
- I have included the date, contact person's name (spelled correctly) and title (if known), company name, company address, subject line, and salutation.
- I have included my contact information within the header field with my address, phone number and email address to match my resume.
- I have included a closing line (i.e. 'Sincerely'), my signature (scanned or script font) with my name typed below the signature, and a note of any enclosures.
- My letter fits onto one page.
- I have checked my letter for spelling and grammar.

FIRST PARAGRAPH OF LETTER

- I have generated interest by noting either a mutual contact, my research into the company (something specific), and how I could add value.
- I have explained why I am interested in the company or the particular project/role.
- I have summarized what makes me a strong candidate and have stated the specific position I'm applying for.

BODY OF LETTER

- I have highlighted only those qualifications that are relevant to the specific job.
- I have provided SPECIFIC examples to demonstrate those key skills/qualifications and have used strong action verbs when doing so.
- I have avoided any negative language.
- I have avoided focusing on what I can gain, and instead, have focused on what I can do for the employer.

LAST PARAGRAPH OF LETTER

- I have summarized what makes me a strong candidate for the position.
- I have reaffirmed my interest in working for the company.
- I have indicated that I would appreciate the opportunity to meet with the contact person.
- I have stated my appreciation to the reader for reviewing my application.



Request for Salary Expectation

Some job postings ask you to provide your salary expectations. Before answering, consider that a good applicant is rarely denied an interview based on omitting salary expectation.

Keep in mind that the phrase “negotiable” has become somewhat annoying to recruiters, but again, is not likely ground for refusing an interview. In order to indicate your salary expectation, do your industry research, and don’t restrict yourself to one figure – give a salary range. The bottom figure should not be less than the amount that you would not accept the job for. For example, “Based on my research, education, and experience, I believe an appropriate range might be between _____ and _____.”

Final Notes ...

Proofreading

Have each cover letter **proofread a minimum of three times** to ensure all spelling and grammatical errors have been identified.

The majority of employers eliminate applications based on even ONE spelling or grammatical error.

**PROOFREAD!
PROOFREAD!
PROOFREAD!**

One Last Check

Before you send out your cover letter, ask yourself:

- Did I use the correct spelling of all names and addresses?
- Have I checked my letter for spelling and grammar?
- Does my letter clearly show I have the skills needed for this position?
- Have I indicated clearly what position I am applying for?
- Have I indicated how I can be contacted (phone, email)?
- Is my letter one page long?
- Did I sign my letter?

**Always perform
one last check!!!**



Sample Letters

The following pages contain samples of cover and approach emails used when applying for an internship or job postings, following up on company research or a networking lead, or presenting a proposal.

*****Note:** Do not copy these letters word for word. Keep in mind that other classmates may do the same. Employers are familiar with these samples and will know that you have plagiarized. **A unique cover letter is one way that you can distinguish yourself from others.**

(1-A) Sample BBA Job Posting – Project Delivery Assistant

JOB TITLE: Project Delivery Assistant

COMPANY NAME: CH2M HILL

COMPANY INFO: We are an employee-owned, multinational firm providing engineering, construction, operations, communications, security, environmental, and related services to public and private clients in numerous industries on six continents. CH2M HILL offers integrated services that help our clients take an infrastructure project from concept to reality. www.ch2mhill.com

DESCRIPTION: We are currently looking for a student to:

- Maintain project budget
- Prepare work load forecast
- Prepare financial reports
- Ensure complete project set up
- Attend project meetings
- Prepare project documents, schedules, charts, etc.
- Prepare completion estimates
- Query project financial data
- Work with accounting contract management representatives
- Assist with project status verification, procurement and procedural compliance
- Follow up on invoice issues
- Set up and maintain project records
- Maintain document files/data bases
- Coordinate production and delivery of project deliverables, documents, drawings, specs, etc.
- Respond to billing and invoicing questions and processing.

SPECIALIZED SKILLS: Advanced administrative clerical skills and knowledge. Advanced personal computer and software experience including Word and Excel. Good knowledge of project delivery tools, procedures and practices.

TO APPLY: Submit cover letter and resume by Wednesday, January 26, 20XX at 12 Noon sharp. Applications submitted after 12 noon will not be accepted!

Cover Letters can be addressed to:

Ms. Marion Dickson
Human Resources Coordinator
CH2M HILL Canada Ltd.
123 Homer Street
Vancouver, B.C. V8V 1Z6



(1-B) INEFFECTIVE Cover Letter: BBA – Project Delivery Assistant

Kelly V. Lee

123 – 456 88th Avenue
Vancouver, BC V6V 8Z8

(604) 777-8881
vlee@email.net

January 24, 20XX

Attn: HR Manager

**Note: Do NOT copy this
sample.**

I would like to submit my application for the Project Delivery Assistant position advertised in the Vancouver Sun with CH2M HILL Canada Ltd. My resume is enclosed.

As a recent Bachelor of Business Administration graduate of the Beedie School of Business, I specialized in the areas of Accounting, Finance and Marketing. My goal is to find a position that utilizes my accounting skills as well as my organizational abilities and my team-based attitude.

During my time at SFU, I worked part-time and during the summers at Andlauer Transportation Services, a local trucking company where I carried out data entry of POD's (Proof of Deliveries), reception, and other tasks. Prior to that I was employed at a local restaurant as expediter, and worked during the summers as a camp counsellor.

My work experience as well as my academic career demonstrates several of the qualities listed in your career advertisement: interpersonal skills, attention to detail, and ability to manage projects.

In addition, I am willing learn new skills, and I would be happy to attend an interview at your convenience. I have enclosed the names of three references.

Thank you.

Sincerely,

Kelly V. Lee



(1-C) EFFECTIVE Cover Letter: BBA – Project Delivery Assistant

Kelly V. Lee

123 – 456 88th Avenue
Vancouver, BC V6V 8Z8

(604) 777-8881
vlee@email.net

Ms. Marion Dickson
Human Resources Coordinator
CH2M HILL Canada Ltd.
123 Homer Street
Vancouver, B.C. V8V 1Z6

January 24, 20XX

**Note: Do NOT copy this
sample.**

RE: Project Deliver Assistant position

Dear Ms. Dickson,

I was impressed to find that you are a technical consultant for British Columbia's \$3B Gateway program, which will improve road and bridge infrastructure leading to Vancouver from Langley. I was also impressed by your company's work in constructing temporary housing for victims of Hurricane Katrina. Clearly, the work environment at CH2M HILL must be fast-paced and extremely varied as new projects are won and begin to gear up. I thrive in busy environments where tight deadlines are the norm and would like to submit my application for the Project Delivery Assistant position advertised in the Vancouver Sun.

As a recent Bachelor of Business Administration graduate from the Beedie School of Business, I specialized in the areas of Accounting, Finance and Marketing. My goal is to find a position where I can contribute my accounting skills as well as my organizational abilities and team-based attitude. Areas of your company where I could make an immediate contribution include:

- **Project Financial Management** – My recently completed course in Project Appraisal and Management focused on techniques for evaluating investment projects, initially on private sector discounted cash flow analysis. The course also covered techniques for quantitative assessment of public projects including multi-criteria methods, planning balance sheets and environmental impact assessment. The basics of project management were also included, as well as some material on project financing and work load forecasting.
- **Maintenance of document files/data bases** – At Andlauer Transportation Services, I was responsible not only for data entry, but also for checking other employees' work for accuracy, backing up the database each day, and working with the database designer to improve the efficiency of the database.
- **Interpersonal Skills** – As an expeditor at Bridge's, I was responsible for providing courteous customer service and for ensuring the smooth and timely delivery of meals to clients. As a camp counsellor, I worked with various age groups (7-13yrs) where I ensured that every camper had a good experience.

I am willing to learn new skills, and would be happy to attend an interview at your convenience. I will follow up with you next week to inquire about the status of my application. I appreciate the time you took to consider me as a competitive applicant.

Sincerely,

Kelly Lee

Kelly Lee, BBA
Beedie School of Business, SFU

Enclosure: resume



(2-A) Sample BBA Summer Job Posting – Route Sales Representative

Frito-Lay Canada

Position Title: Route Sales Representative - Summer Position; Ref. #321

Company Info:

At Frito Lay Canada, we take our chips seriously - Every bag, Every bite! Frito Lay Canada produces more salty snacks for Canadians than any other company in the country. With six manufacturing facilities in Canada, we are committed to producing and delivering fresh snacks to stores near you, wherever you are.

Frito-Lay's commitment to health and wellness has been, and will continue to be, demonstrated by the real actions we are taking to change the way America snacks. We understand our accountability to consumers - to provide them with great tasting, convenient, high-quality choices that cross the spectrum of nutritional variety - and Frito-Lay is committed to meet this challenge.

The Opportunity:

If you're hungry for a challenge, and have a taste for working with people, then we'd like to meet you.

We're looking for energetic, enterprising and independent individuals to join our sales force as a Route Sales Representative. Your territory would include Vancouver and the surrounding areas, and would be a full-time summer position.

As one of the world's leading snack food companies, we've built our success around our people. So we're looking for somebody who's committed to customer service, and has a history of delivering the goods when it comes to sales growth.

Needless to say, you're great with people and are an excellent communicator. You should also have a Class 5 drivers license and a flawless driving record.

So, if sales is your bag, and you have a taste for learning our business from the ground up, we could have a lot to offer you.

If this sounds like you, and you want a fun and exciting summer job that pays well, we invite you to apply with your cover letter, resume, and transcripts.



(2-B) Cover Letter: BBA – Route Sales Representative (Paragraph Style)

ABIGAIL (ABBY) Yu

#3-1234 Second Avenue
Burnaby, BC
V5H 2R6

Phone: (604) 123-4567
Cell: (778) 765-4321
Email: ayu@professional.email.com

Ms. Jane Willis
Manager, Campus Recruitment
Frito-Lay Canada
2867 – 45 Avenue SE
Calgary, AB T2B 3L6

May 23, 20XX

**Note: Do NOT copy this
sample.**

Re: Summer Route Sales Representative, Ref. #321

Dear Ms. Willis,

While researching Frito Lay Canada I came across an article in Business in Vancouver and was impressed to learn about your company's commitment and recent efforts to eliminating trans fats from your products. I also had the opportunity to speak with Terri Smith at the Business Career Expo about the number of community outreach programs Frito Lay supports. These initiatives, along with the fact that I have spent many of my university study nights with your family of snacks, and my high involvement in the community are the reasons that I am excited about promoting the Frito Lay Brand as a summer Sales Representative.

Currently, I am pursuing my third year of a Bachelor of Business Administration Degree at Simon Fraser University concentrating in Marketing. My combined four years of work experience through university and high school has focused on providing the best customer service. I have developed a strong ability to assess customer needs and offer products or services to suit those needs, resulting in a history of increased sales for my employers through both increasing customer retention and bringing on new clients.

I have an appetite for challenging situations and have a proven record of exceeding expectations. In my current position at National Bank Financial, I doubled the target number of new clients within the first four weeks on the job. I have a similar record of achievement as a Sales Representative for College Pro Painting where I independently brought on board 10 painters and managed the team to complete 25 painting contracts to a 100% satisfaction level for each customer.

I look forward to the opportunity to further discuss how my background of building positive relationships with clients and my high level of energy and enthusiasm is a good fit with your philosophy of hiring the "best ingredients" as your employees. Thank you for your consideration of my application. I will call you next Thursday to follow up in regards to the status of my application.

Sincerely,

Abby Yu

Abby Yu
BBA Candidate, Class of 20XX
Beedie School of Business, Simon Fraser University

Enclosures: resume, transcripts



(2-C) Cover Letter: BBA – Route Sales Representative (Bulleted Style)

ABIGAIL (ABBY) Yu

#3-1234 Second Avenue
Burnaby, BC
V5H 2R6

Phone: (604) 123-4567
Cell: (778) 765-4321
Email: ayu@professional.email.com

Ms. Jane Willis
Manager, Campus Recruitment
Frito-Lay Canada
2867 – 45 Avenue SE
Calgary, AB T2B 3L6

May 23, 20XX

**Note: Do NOT copy this
sample.**

Re: Summer Route Sales Representative, Ref. #321

Dear Ms. Willis,

While researching Frito Lay Canada I came across an article in Business in Vancouver and was impressed to learn about your company's commitment and recent efforts to eliminating trans fats from your products. I also had the opportunity to speak with Terri Smith at the Business Career Expo about the number of community outreach programs Frito Lay supports. These initiatives, along with the fact that I have spent many of my university study nights with your family of snacks, and my high involvement in the community are the reasons that I am excited about promoting the Frito Lay Brand as a summer Sales Representative.

Currently, I am pursuing my third year of a Bachelor of Business Administration Degree at Simon Fraser University concentrating in Marketing. I have a combined total of four years experience in the customer service industry gained from both professional and volunteer environments. I have an appetite for challenging situations and have a proven record of exceeding expectations. The skills that I feel would benefit this role include the following:

- **Customer Service** – provide quality customer service and have a strong ability to assess customer needs and offer products or services to suit those needs, resulting in a history of increased sales through both increasing customer retention and bringing on new clients
- **New Business Development** – at National Bank Financial, I doubled the target number of new clients within the first four weeks on the job. I have a similar record of achievement as a Sales Representative for College Pro Painting where I independently brought on board 10 new painters
- **Teamwork** – managed a team of ten painters to complete 25 painting contracts to a 100% satisfaction level for each customer. Volunteer with a team of 15 at the BC Cancer Society to raise awareness of community fund raising events and collectively increased participation levels by 15% in one year.

I look forward to the opportunity to further discuss how my background of building positive relationships with clients and my high level of energy and enthusiasm is a good fit with your philosophy of hiring the “best ingredients” as your employees. Thank you for your consideration of my application. I will call you next Thursday to follow up in regards to the status of my application.

Sincerely,

Abby Yu

Abby Yu
BBA Candidate, Class of 20XX
Beedie School of Business, Simon Fraser University

Enclosures: resume, transcripts



(3-A) SAMPLE M.Sc. FINANCE JOB POSTING – Risk Analyst

COMPANY: HSBC Global Asset Management (Canada) Limited

JOB TITLE: Risk Analyst - Req 2854

JOB DESCRIPTION:

This position will be responsible for the day-to-day monitoring, analysis and reporting of the key risks of the business, including operational, investment, informational, and reputational risks. Key responsibilities will include development and maintenance of the Key Risk Indicators Report, Operational Risk Scoring Summary, Red Flags Report, investment and credit risk monitoring, and preparation of the meeting materials for the Risk Management Committee.

The Risk Analyst will also act as the Operational Risk Coordinator to HSBC Bank Canada and will liaise with Global Risk Management in London and New York to implement new risk management procedures as required. Other responsibilities will include coordination and testing of the firm's Business Continuity Plan and Pandemic Flu Plan.

QUALIFICATIONS:

- Minimum two years experience in the investment industry
- University degree in a business or quantitative discipline
- High level of diligence
- Strong attention to detail and numerical accuracy
- Basic understanding of simple derivatives such as index futures, currency forwards, and options
- Progression towards a M.Sc. Finance, CFA, CAIA or accounting designation
- Basic working knowledge of Barra, FactSet and Bloomberg would be an asset
- Good interpersonal skills with ability to interact effectively with different departments



(3-B) COVER LETTER: M.Sc. Finance – Risk Analyst

Jean Hanover

123 - 456 West 12th Avenue
Vancouver, BC V3M 3M3

(604) 123-4567
jean.hanover@professional.email.com

May 14th, 20XX

Steve Carnegie and Matthew Knight
HSBC Global Asset Management (Canada) Limited
19th Floor, 1066 West Hastings Street
Vancouver, BC V6E 3X1

**Note: Do NOT copy this
sample.**

Re: Risk Analyst – Req 2854

Dear Mr. Carnegie and Mr. Knight,

As an Operations Assistant at Investment and Corporate Banking Department, DSC West, I am deeply impressed to learn more about the strategies on operational risk management at HSBC Global Asset Management (Canada) Limited. In the Summer of 20XX, I completed a Master of Science in Finance degree from the Beedie School of Business at Simon Fraser University. I have recently finished my Canadian Securities Course and will be writing the CFA Level 1 exam this June. I strongly believe that it is this academic background, combined with my risk management experience and organizational skills that make me a strong candidate for the Risk Analyst position.

During my Master's program, I gained comprehensive risk management skills in credit risk, operational risk, informational risk, reputational risk as well as investment risk as a result of applying the Value-at-Risk and Probability of Default risk management models in numerous empirical studies. For an Operational Risk Management class, I completed an analytical report after conducting in-depth research on the operational risk system of banks in Japan and Canada using Basel II as a benchmark for operational risk. In addition, I learned the risk-return characteristics of different financial derivatives including futures, forwards, options, and swaps as well as hedging strategies using these derivatives.

As a Global Equity Analyst for the Student Investment Advisory Service (SIAS) fund at SFU, I developed a portfolio valued at \$4 million in Global Equity. I improved and optimized the portfolio performance in a timely manner by collaborating with a team of six analysts to analyze risk attributions and track changes of international market trends. I also liaised with the compliance and risk management teams to ensure the risk return characteristics of the portfolio were consistent with the investment objectives. When working as a Financial Consultant for Citco Global Securities Services Ltd., I evaluated potential risks by analyzing and reviewing clients' portfolios, providing accurate product information, and recommending changes according to market conditions. In my current role of Operations Assistant for HSBC, I pay strong attention to detail on the daily trading activities for over 80 HSBC branches in Western Canada to minimize operational risks by limiting unauthorized transactions.

I believe my education and experience would allow me to excel as a Risk Analyst at HSBC Global Asset Management (Canada) Limited. I would greatly appreciate the opportunity to meet with you to discuss my qualifications. Thank you for taking the time to review my application.

Sincerely,

Jean Hanover

Jean Hanover, M.Sc. Finance
Beedie School of Business, Simon Fraser University

Enclosure: Resume



(4-A) SAMPLE MOT JOB POSTING – Research Analyst

COMPANY: Premier's Technology Council

JOB TITLE: Research Analyst

ORGANIZATION PROFILE:

In August 2001, Premier Gordon Campbell announced the formation of the Premier's Technology Council, which is comprised of 23 members from the private sector and academia. The mandate of the council is to provide advice to the Premier on all technology-related issues facing British Columbia and its citizens. The Council has since submitted twelve reports containing nearly 200 recommendations to the Premier.

JOB DESCRIPTION:

The role of the Research Analyst is to conduct research and analysis in support of the PTC reports and of other PTC projects. High level direction and planning assistance comes from the Director of Operations. The details and implementation of the research projects are the responsibility of the Research Analyst. This is an excellent position for an analyst who wants to learn project management, work fairly independently and to learn more about the technology field.

RESPONSIBILITIES:

- Conduct consultations & interviews with groups and individuals, and present input to the PTC. Consult with government officials, research institutions, health organizations and industry on the role of technology in the delivery of government services.
- Coordinate and organize PTC consultations. Work with the PTC President, Director of Operations and specific task group/committees to prioritize and scope research projects.
- Research information on models deployed in other jurisdictions as well as success stories in British Columbia.
- Provide draft recommendations and report content. Liaise with Director of Operations to structure and stream work done by group into the report document. Work on special projects and assignments including preparation of presentations, correspondence, speeches and reports.
- Coordinate the activities of the PTC and assist the President and Director of Operations as required. Assist the Executive Assistant in preparing the President for meetings and liaise with PTC members. Assist the Director of Operations in managing the PTC budget.

QUALIFICATIONS:

- Masters in Economics, Business Administration, or related Liberal Arts field; or Bachelors in Economics, Business Administration, or related Liberal Arts Field plus related experience.
- advanced computer skills in MS Word, Excel, PowerPoint and Outlook
- ability to work independently
- ability to manage own research projects
- ability to handle several tasks simultaneously
- ability to work in a fast-paced environment and long hours if necessary
- experience conducting research and analysis on a variety of topics
- able to work well with others



(4-B) COVER LETTER: MOT – Research Analyst

HELEN BARADONE

123 – 4567 88th Avenue
Vancouver, BC V3M 3M3

(604) 123-4567
hbaradone@professional.email.com

Mr. Anthony Wyatt
Director of Operations
Premier's Technology Council
730 – 999 Canada Place
Vancouver, BC V6C 3E1

May 27, 20XX

**Note: Do NOT copy this
sample.**

Re: Research Analyst position

Dear Mr. Wyatt,

Given the recent advances in technology such as alternative and clean sources of energy, this is a very exciting time for BC to attract investment in the areas of technology and life sciences. This is why I was immediately drawn to this position and its involvement in research and assessment of these technological advances. I am currently pursuing my MBA part-time, specializing in the Management of Technology. I believe it is this degree, combined with my three years of industry experience, which would allow me to be successful in the role of Research Analyst for your organization.

My previous experience includes working at ABC Pharmaceuticals and XYZ Biotech Inc. in the roles of Research Associate and Manager of Business Development and Communications. I was responsible for project management, market research, data collection and analysis, preparation of formal presentations and marketing material, and documentation and report writing. I believe this experience would allow me to add value to this position in the following areas:

- **Research and Analytical Skills:** As a Research Associate at ABC, I was responsible for screening over 600 drugs for different scientific indications, which generated very large quantities of raw data. I then analyzed this data to make recommendations to the project team with respect to the design of future studies. At XYZ Biotech, I conducted a market analysis to evaluate the competitiveness of the company's main drug development program and its potential target.
- **Project Management:** While working at ABC, I was responsible for up to three ongoing research projects simultaneously. These projects involved pre-clinical studies to support one of the largest R&D projects at the time. To ensure all objectives were met, I created a weekly tracking system to monitor the status of each task, and coordinated resource allocation to maximize efficiency.
- **Communication:** My previous positions have allowed me to gain strong interpersonal skills through daily interactions with team members and individuals from different departments within the organization. At XYZ Biotech, I was responsible for external communications, which allowed me to communicate with numerous key stakeholders to promote the company and create awareness of its drug development strategy.

Based on my education and professional experience, I am confident that I would be a successful addition to the Premier's Technology Council. I would greatly appreciate a chance to meet with you to further discuss this role and my qualifications, and would like to thank you in advance for your time and consideration.

Sincerely,

Helen Baradone

Helen Baradone
MBA Candidate
Beedie School of Business, SFU

Enclosure: Resume



(5-A) SAMPLE MBA INTERNSHIP POSTING – MBA Trade Assistant

COMPANY: The US Trade Office

JOB TITLE: Trade Assistant

JOB DESCRIPTION:

The U.S. Trade Office in Vancouver, British Columbia (BC) requires a "Trade Assistant" to conduct trade research, analyze business summaries and write reports concerning local industry prospects with respect to opportunities for American businesses. A major portion of the research involves verbal communication and interaction with companies in the Lower Mainland of BC. The experience in a premier international business environment should be considered of foremost importance and benefit to the student. We are currently seeking students who possess and can demonstrate a high level of communication skills (both verbal and written), market research skills and "self-starter" characteristics to take on the exciting and challenging opportunities at the U.S. Department of Commerce, Commercial Service Vancouver.

STUDENTS APPLYING FOR THIS POSITION MUST BE EITHER CANADIAN OR AMERICAN CITIZENS OR PERMANENT RESIDENTS IN CANADA.

Note: Like other internship opportunities with the Government of the United States, this should be considered a NON-REMUNERATING position. The position is a relatively high profile opportunity targeted at students seeking to develop advanced business skills, in particular within the marketing discipline.

QUALIFICATIONS:

- Excellent communication skills, both written and spoken
- Strong market research skills
- Demonstrated superior initiative, maturity and creativity
- Extremely professional, in both manner and appearance
- Previous international and/or marketing experience an asset, but not required

This internship opportunity is open to Canadian or American citizens currently enrolled in university at either the undergraduate or graduate level. As such, we look forward to considering your application.

APPLICATION PACKAGE

Must include cover letter and resume with the following elements:

1. Cover Letter: Why you want to be an intern, what you have to offer and what you hope to benefit from the internship.
2. Resume: Future goals, computer skills, past experience, including academic accomplishments, citizenship, student status.



(5-B) COVER LETTER: MBA – Trade Assistant

Vanessa Babcock

123 – 4567 88th Avenue
Vancouver, BC V3M 3M3

(604) 123-4567
vbabcock@ professional.email.com

Ms. Judy Simson
Commercial Assistant
1075 West Georgia St.
Vancouver, BC V6E 3C9

**Note: Do NOT copy this
sample.**

July 21st, 20XX

RE: Trade Assistant Internship

Dear Ms. Simson,

While visiting the US Consulate Website I came across the posting for the Trade Assistant Internships. It immediately appealed to me because it merges two of my interests, commerce and governance. I obtained my undergraduate degree in Political Science in 20XX from the University of British Columbia and went on to work in the marketing field and as an office administrator. Currently, I am pursuing my Master of Business Administration Degree at the Beedie School of Business at Simon Fraser University. I believe I have the professional experience and academic background to conduct trade and market research as during my graduate studies, I conducted extensive research and analysis on companies, industries and geographic regions. I have wanted to utilize my Political Science degree for quite some time now, and this position is very well suited to exercising my political and economic knowledge. I believe internships provide an opportunity to put theory into practice; to develop skills that cannot be developed in a classroom setting.

During my time at Chrisco Hampers I conducted market research for the Eastern Canada division. I am one of the only members in my MBA class to have taken the initiative to take on various projects and part-time work while pursuing this intense program (one in which they recommend not pursuing work during studies due to its highly intense nature). Currently, I am working with the Change Advertising Agency conducting extensive research on companies and arranging meetings leading to new business. I believe my experience could add value to this project in the following areas:

- **Market Research:** in a recent business and cultural field trip to Japan, I learned the importance of understanding industries that countries thrive on. On an individual business level I visited technological companies such as NEC and an alternative energy producer, and Zephyr Corporation. Upon my return to Canada I conducted market research for the products manufactured by these companies and suggested that Change approach Zephyr to conduct its North American campaign for one of their initiatives.
- **Communication:** My strong interpersonal skills and ability to effectively work with people of different backgrounds will complement the needs of the U.S. Trade Office in Vancouver. As a member of the Vancouver Board of Trade I have networked extensively and have gained the attention of prominent members who have since become mentors for me. In addition, I have been asked to cover some upcoming events and write articles about those events.

If I were to work for the U.S. Trade Office, I would use my skills to effectively work with well respected business, research and government officials involved in the trade projects. In addition I believe my personality, enthusiasm for politics and trade are well suited to the goals of this project. I hope to meet with you early next week to discuss my potential contribution to the organization.

Sincerely,

Vanessa Babcock

Vanessa Babcock
MBA Candidate
Beedie School of Business, SFU

Enclosure: Resume



(6-A) SAMPLE MBA JOB POSTING – Business Analyst

COMPANY: Electronic Arts

JOB TITLE: Business Analyst

COMPANY:

EA was founded 25 years ago by individuals with a deep passion for making games. Many things have changed over the years as the gaming industry—and the company—has expanded immensely, but we are still driven by the same passion for developing, publishing, and distributing the world's best games. Our history has been one of great success, and our future looks even brighter. Gaming has come a long way from Pac-Man and Space Invaders to modern EA Favorites like Burnout, Battlefield, Mercenaries, Dead Space, Spore, FIFA, Madden, Need for Speed and the world's most successful game franchise, The Sims. Fuelled by our talented staff at locations right across the Globe we are united in our passion to continue shaping the future of interactive entertainment. Together we can make a difference.

The Marketing and Sales teams are critical to the success of any game. The Marketing team works closely with game developers to ensure the game has a clear design and a clear 'X' factor, (i.e., the defining element of the game that makes it unique and the ultimate reason behind why our customers should pay for and play our game). The Marketing team identifies the key audience for our games and tailors the marketing strategy to communicate clearly to the intended target. The Sales team is responsible for making sure the game reaches all relevant distribution points, so that our customers can find our games at their favorite shopping destinations.

JOB DESCRIPTION:

An EA Marketing Assistant acts as a vital support to the Marketing team and Management. Key responsibilities include: coordinate the implementation of product marketing materials for launch campaigns including compiling feedback from meetings and key stakeholders, managing schedules and deadlines and maintaining consistent cross functional communication; create and track asset calendar to meet all Marketing and PR milestones; generate and or obtain key assets including screen shots, game footage, visual renders, sizzle videos, and b-roll; organize and distribute assets to marketing and PR partners through internal intranet sites; assist in the preparation and onsite support for sales meetings, trade shows, press events, and consumer launch events; be a specialist about EA's and competitors products within the product category; develop and manage research plan, including focus groups, surveys and post analysis information sharing; implement execution of marketing collateral and swag such as sales brochures, sell sheets, fact sheets, Q&A, and promo swag; gather market data to measure effectiveness of marketing activities and maintain monthly buzz metrics; assist APMs and PMs providing product daily execution of marketing campaign responsibilities.

This role is a 6 month entry level contract with a possible extension of an additional 6 months based on business needs and individual performance. At this time, only candidates from the Vancouver area will be considered.

QUALIFICATIONS:

- Passion for soccer, video games, sports
- Must have in-depth knowledge of FIFA
- Coursework in marketing, sports marketing or business (Bachelor level preferred)
- Online marketing experience
- Excellent oral and written communication skills
- Excellent organizational skills
- Must be a team player
- Be adaptable to a fast-paced, innovative environment
- Strong work ethic and ability to proactively own projects
- Proficiency in MS Word, Excel, Outlook, PowerPoint and Photoshop



(6-B) COVER LETTER: MBA – Business Analyst

MATT UNDERWOOD

321 – 54th Avenue
Richmond, BC V1V 1V1

cell: 604 123-4567
Email: underwood@professional.email.com

June 01, 20XX

**Note: Do NOT copy this
sample.**

Electronic Arts
4330 Sanderson Way
Burnaby, BC V5G 4X1

RE: Marketing Assistant, #19345

Dear Hiring Manager,

As a previous employee of Electronic Arts, I understand the hard work and passion that goes into producing video games. I worked under pressure as a video game's deadline loomed, but have also experienced the elation of meeting that deadline. It has been a goal of mine to return to EA after having gained more experience and education so that I may provide a greater contribution to producing world-class video games, and as such was excited to find the Marketing Assistant position. I am looking to shift my career focus from QA to marketing and realize that breaking into a new career in marketing will require me to begin ground up. In order to better understand a product line, it is important to understand and learn about it from a basic level. Currently I am pursuing a unique type of MBA program at Simon Fraser University and developed a keen interest in marketing. Key aspects of my work experience within QA coupled with my new training and introduction to marketing gained through SFU, will allow me to help the organization continue to produce a high quality product, which is a staple of the FIFA franchise. I feel that having a Marketing Assistant with an MBA, would prove to be a benefit to EA and this product line.

As a Quality Assurance Analyst at EA, I helped take six games to completion, gaining responsibility with each project. I wrote detailed bug reports and attached the appropriate screenshots when necessary. My passion for video games and strong work ethic was not only displayed through my high quality of work, but also by participating in a volunteer-based team that helped rate new features for upcoming games. At Fiver Media's software development department, I was the acting team lead of the marketing software quality assurance team. Not only was I responsible for developing and managing the team's test plans every three weeks, but was also responsible for meeting with key stakeholders to ensure that set quality standards were met.

The SFU MBA has helped me build a foundation of business and marketing skills. In one project I conducted market research, assessed the data and compiled and in depth essay on in-video game advertising. I also participated in a semester-long group project involving the creation and online promotion of a YouTube video.

I believe my previous work experience teamed with the core business skills learned at SFU will make me an ideal fit for the Marketing Assistant role. I hope to discuss my qualifications in greater detail and will contact you in one week to follow up in regards to the status of my application.

Regards,

Matt Underwood

Matt Underwood
MBA Candidate
Beedie School of Business, SFU

Enclosure: Resume



(7-A) SAMPLE MBA JOB POSTING – Business Analyst

COMPANY: MERCER INTERNATIONAL

JOB TITLE: Business Analyst

INDUSTRY/TYPE OF BUSINESS: Forestry

COMPANY WEBSITE: www.mercerint.com

COMPANY INFORMATION:

Mercer International Inc. owns and operates market pulp and paper businesses in the southern German states of Saxony and Thuringia in the former East Germany. The Company operates its pulp business primarily through its subsidiaries, Zellstoff-und Papierfabrik Rosenthal GmbH & Co. KG ("ZPR") and its affiliates, and conducts its paper business through other subsidiaries, Dresden Papier GmbH ("Dresden") and its affiliates.

POSITION LOCATION: Vancouver, BC

JOB DESCRIPTION:

Mercer International Inc., a leading global forestry company, is looking to fill a newly created position of Business Analyst.

The successful candidate will be a recent MBA graduate, who is a highly motivated individual with excellent business modeling skills. Working directly with the CEO on business opportunities, you will be required to perform research and prepare business plans.

TO APPLY: Submit cover letter and resume by Thursday March 8, 20XX at 12:00pm sharp directly online through the career centre. Applications submitted after 12 noon will not be accepted!

Cover letters can be addressed to:

Ms. Genie Stanner
Treasurer
Mercer International Inc.
650 West Georgia Street, Suite 2840
Vancouver, BC V6B 4N8



(7-B) COVER LETTER: MBA – Business Analyst

Janice Wallace

#123 – 456 7th Avenue
Vancouver, BC V8V 8Z8

Tel: 604.822-9392
janicewallace@professional.email.com

Ms. Genie Stanner
Treasurer
Mercer International Inc.
650 West Georgia Street, Suite 2840
Vancouver, BC V6B 4N8

March 1, 20XX

**Note: Do NOT copy this
sample.**

RE: Risk Management Position

Dear Ms. Stanner,

As a recent MBA graduate of the Beedie School of Business at Simon Fraser University, I am extremely interested in the Business Analyst position offered by your company.

During my MBA studies, I gained knowledge in the areas of strategy, accounting, finance and marketing. My career experience includes three years as a Business Analyst in the risk management department of Shire Group, a growing global specialty pharmaceutical company. Shire has a broad portfolio of products and its own marketing capability in the US, Canada, UK, Ireland, France, Germany, Italy and Spain. At Shire, I researched corporate and industry issues and modelled risks for the company's product valuation, portfolio optimization, licensing negotiations, and production forecasting activities.

My experience also includes three years with Mustang Survival Corp., a local manufacturer of safety clothing and equipment, inflatable lifejackets, and flotation wear. As Project Manager at Mustang, I liaised between marketing and manufacturing operations to ensure timely and cost-effective delivery of product lines. I was responsible for five major customers in Western Canada, and met with customers to demonstrate new products, troubleshoot delivery and performance issues, and understand our clients' businesses.

I have worked in the manufacturing industry and in finance; areas where I believe I could make an immediate contribution to Mercer include:

- **Risk Management** – growth in the pulp and paper industry is heavily dependent on population growth, but also on environmental issues and rising standards of living in emerging economies. At Shire and at Mustang, I was responsible for researching strategic industry issues.
- **Manufacturing Industry** – At Mustang, I liaised with the manufacturing operations and am familiar with lean manufacturing concepts and production line issues.
- **Rosenthal and Stendal pulp facilities** – I have a working knowledge of spoken and written German.

My work experience, as well as my academic career, demonstrates many of the abilities listed in your career advertisement: including business modelling, business plan preparation, and industry research. At your convenience, I would be happy to meet with you to further discuss my qualifications. Thank you for your consideration.

Sincerely,

Janice Wallace

Janice Wallace, MBA
Beedie School of Business, SFU

Enclosure: Resume



(8-A) SAMPLE EMBA JOB POSTING – Senior Manager, Partners

COMPANY: QuickMobile

JOB TITLE: Senior Manager, Partners

INDUSTRY/TYPE OF BUSINESS: IT - Mobile solutions for the meetings and events industry

COMPANY WEBSITE: www.quickmobile.com

POSITION LOCATION: Vancouver, BC

WHO WE ARE:

Join the global leader of mobile solutions for the meetings and events industry and become part of the mobile revolution. QuickMobile is experiencing record growth, with over one million mobile meeting app downloads on all mobile platforms this year. With an impressive client list that includes Accenture, Disney, World Economic Forum, Salesforce Microsoft, Bausch & Lomb, SAP, Intel, Dell, McDonalds and Goodyear, we develop and license mobile applications and websites that drive attendee engagement and extend events into year-long conversations. Learn more about QuickMobile and our growth by visiting our website.

JOB DESCRIPTION:

Reporting to the Director of Partners, the Senior Manager, Partners is responsible for defining and implementing the indirect channel sales program and plan, managing business relationships with existing indirect channel partners and qualifying and closing partners who fit into the strategic plan. You are passionate about mobile technologies and have the ability to recognize the tools necessary to make each unique channel partner achieve revenue targets. You enjoy cultivating relationships and can anticipate partner needs. The focus of this role is to identify and close new partner accounts, maintain and grow existing channel relationships and ensure that partner representatives are trained, motivated and have the appropriate support to represent and sell our solutions.

WHAT WE OFFER:

- Competitive base salary
- Commissions
- Comprehensive benefits package
- Flexible working environment
- Monthly office socials
- In-office massage
- Transit discount
- Opportunities for career advancement
- Our headquarters is located in Yaletown, at the centre of Vancouver's urban and outdoor playground. Our culture is highly collaborative, where individual creativity and innovation is encouraged.

RESPONSIBILITIES:

- Grow revenue and market penetration with existing, assigned partner
- Identify, qualify, acquire and maintain new indirect channels and partners
- Convert qualified leads to meet and exceed targets
- Conduct online presentations and demonstrations including proposals to qualified indirect channels
- Support partner sales staff with sales initiatives
- Increase the ROI of our products for each channel partner and in turn, increase the ROI for each channel member



(8-A) SAMPLE EMBA JOB POSTING – Senior Manager, Partners *(continued)*

- Develop recommendations for continual improvement of indirect channel program and implement campaigns to attract new partners
- Maintain revenue target in the active indirect sales funnel and provide weekly opportunity pipeline/forecast updates
- Update the CRM database and maintain regular communications with channel customers and prospects
- Meet and exceed sales targets for new and renewal business through prioritization of accounts and by targeting large partner channels while continuing to support referral partners and consultants
- Develop a strategic plan with measurable tactical objectives based on quarterly targets in collaboration with sales team
- Keep updated on trends and issues in mobile solutions and application development
- Share expertise and best practices with the sales team and help guide lead generation activities
- Provide prospect, customer and product feedback to marketing and engineering teams and work collaboratively to provide input into product and support functions
- Perform additional duties as assigned

REQUIREMENTS:

- Minimum Bachelor of Business Administration or Commerce, OR post-secondary credential in business specializing in marketing OR the equivalent in education and experience
- 5-10 years of experience in channel program management selling and supporting partners with technical application solution-selling in a business-to-business (B2B) environment
- A passion for smart devices including mobile phones and tablets and knowledge of mobile applications and social networking
- Thorough knowledge of indirect channels and what is required to support them
- Successful track record closing six-figure technology solution deals with long sales cycles in large enterprise, travel or hospitality accounts, while closing smaller deals and supporting smaller channels
- An ability to plan accounts, develop compelling proposals and close new business
- Excellent presentation and negotiation skills to influence channel partners and successfully motivate staff
- Excellent written and verbal communication skills
- Strong work ethic, ability to work in a self-directed, fast-paced and team-oriented environment
- Highly proficient computer skills including use of Customer Relationship Management software (CRM) and online presentation tools
- A fun and positive attitude

NICE TO HAVES:

- Experience in Travel and/or Hospitality industries including large travel enterprises, film festivals, events, travel operators and sports and entertainment organizations

TO APPLY: Submit cover letter and resume directly through our website.



(8-B) COVER LETTER: EMBA – Senior Manager, Partners

Robert Atkins

#123 – 456 7th Avenue
Vancouver, BC V8V 8Z8

M: 604.123.456
robert_atkins@professional.email.com

QuickMobile
#400 – 1008 Homer St
Vancouver, BC
V6B 2X1

**Note: Do NOT copy this
sample.**

July 15, 20XX

Dear Mr. Lockey,

RE: Senior Manager, Partners Role

My first interaction with QuickMobile was at the GBTA convention in Denver in 20XX. I downloaded the convention app and it was immediately clear that QuickMobile got it. The solution was intuitive and significantly improved the conference experience. I was also struck by the fact that delegates were talking about the app the entire week in Denver. The product seemed to sell itself through word of mouth. Earlier this year, I also had the pleasure of meeting Rob Precious from the QuickMobile team at a reception my company was hosting at the New York ACTE conference in June. Our discussions only helped to reinforce my favourable impression of QuickMobile.

Last October I read an interesting press release that featured an interview with you on the importance of relationships with partners like American Meetings, PSAV and Jack Morton. I completely agreed with all of your comments. My experiences managing a product targeted at the Global Meetings market has put me in charge of relationships with Professional Conference Organizers, Corporate Travel Managers and Tradeshow Associations. The relationships with these partners have been critical to the success of driving new business for our product.

I have been keeping a close eye on the QuickMobile career site over the past several months. Last week I saw a very interesting posting on LinkedIn for a Senior Manager, Partnerships. As an experienced client relationship manager, with a strong technical background and an in depth knowledge of the buying behaviours for QuickMobile's target market, I feel I could make a valuable contribution on your Partnership team. Areas where I could make an immediate contribution include:

- **Partnerships/Client relations** – my entire career has involved cultivating strong relationships between partner organizations. I managed a portfolio of large multi-national corporate accounts for more than 8 years, totalling more than \$25M USD in annual revenues, so have developed strong relationships with Travel Managers and Procurement teams at companies across North America.
- **Business development** – I am currently responsible for a product portfolio that generates annual revenues of over \$650M USD. Included in this portfolio is a Global Meetings travel solution. The product generates an average of 10 RFPs per week and reaches audiences of more than 43,000 targeted customers a month.
- **Technology background** – early in my career I spent several years as an IT analyst managing our organization's websites and hosted services. I then transitioned into Commercial roles that have often involved managing online product platforms. The most recent being the website for our Global Meetings product (oneworld.com/events).

I look forward to discussing my fit with this role and QuickMobile's culture further in an interview. While I currently located in New York City, I am in the process of relocating back to Vancouver and will make myself readily available throughout the interview process. I will follow up in a week's time to discuss my candidacy.

Sincerely,

Robert Atkins

Robert Atkins, MBA

Enclosure: Resume



Handling Job Application Rejection

Remaining positive after receiving a rejection notice can be tough. The key is to not take the rejection personally and continue the job search process. Remember that sometimes even the most qualified candidates receive rejection notices. Regardless of whether you simply applied or went through the entire interview process, you can learn from the experience.

If you are feeling overwhelmed by the stress of rejection from an employer and you are having trouble handling this on your own, SFU's Health and Counselling Services are available for students at any of the three campuses.

Health and Counselling Services

SFU Burnaby

Health Clinic: 778.782.4615

Counselling: 778.782.4615 or email intake@sfu.ca

Health Promotion: 778.782.4674

Hours: Monday to Friday, 9:00am – 4:30pm

Location: MBC 0101 (bottom floor, Maggie Benston Centre)

SFU Vancouver (Harbour Centre)

Health Clinic and Counselling: 778.782.5200

Hours: Monday to Friday, 9:30am – 5:00pm

Location: Room 300, 515 West Hastings Street

SFU Surrey

Counselling: 778.782.4112

Email: surrey_counsellor@sfu.ca

If the company has only seen your cover letter and resume:

Go back to those documents to see if they were tailored to the employer's needs and requirements. Did you focus on how your background matches their posting? Would it be helpful to have someone review your documents? Do you need further education or more experience in your field? Should you join a professional association?

There are many questions you can ask yourself. If you are still not sure what your next steps should be, drop by the Career Management Centre (CMC) for an appointment to meet with one of our career advisors.

It is not proper business etiquette to follow up with a company to inquire as to why you were not short listed, nor is it appropriate to send a 'rejection email' in this case.



If the rejection came after the interview:

Take note of the questions you had difficulty answering and get help from the CMC. Write a list of further questions you could have asked. Ask yourself if you were able to provide specific examples to demonstrate how you matched the required skills for the position.

It is appropriate in this case to send a 'rejection' email. This note will make a positive statement if sent within two days after the rejection notification.

In your email, be sure to thank the company for the interview. Express your regret at not being offered the job, while also thanking the company for their consideration of your qualifications. This may lead the employer to give you some additional contacts or consideration for other roles in the organization.

Below is an example of a rejection email.

Sample Rejection Email

From: Jane Brown [mailto:jane.brown@gmail.com]
Sent: May-09-XX 9:00 AM
To: Joe Smith [mailto:jsmith@email.ca]
Subject: Project work

Dear Mr. Smith,

Thank you for taking the time to consider my qualifications and interview me last week for the Marketing Coordinator role. I appreciate the information you shared regarding this role and its requirements along with the knowledge and insight you provided about ABC Company. I still have a strong interest in joining the ABC Company team and would welcome a future opportunity to apply should a position open up that could utilize my skill set. I wish you much success with your new hire.

Sincerely,

Jane Brown

Jane Brown
BBA Candidate
Beedie School of Business, SFU