

Classifieds

Cover Letters & Résumés

Employment

Resources

Calculator

Comparison

als

es for Sale

Job Listings

Function:

Nationwide
Sales

Company:

Job Title:

Objectives

1. To describe the importance of correctly formatted cover letters and résumés.
2. To illustrate the necessary steps in building cover letters and résumés.
3. To recommend guidelines in constructing cover letters and résumés.

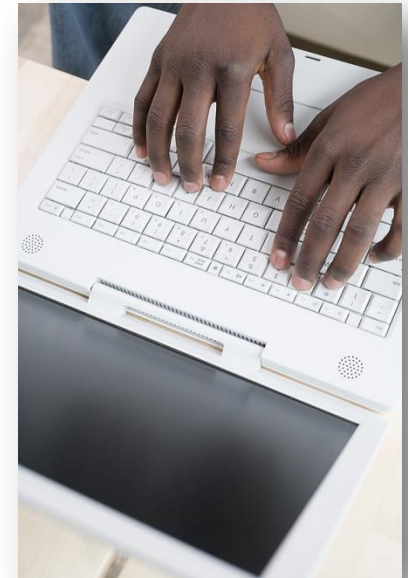
Cover Letters

- Are written to a potential employer and accompany a résumé
- Are also called a letter of application
- Make a first impression on employers
- Give a brief summary of what you can contribute to the potential employer
- Allow the interviewer to see a glimpse of your written communication skills



Cover Letters

- Prepare the employer for the information provided in the résumé
- Should be modified for each specific position
- Need to be addressed to the specific employer in business letter format
- Are equivalent to a personal sales pitch



Classifieds Cover Letter

- Include
 - Date
 - name and address
 - prospective employer's name and address
 - three to five paragraphs
 - signature and typed name



First Paragraph

- Explains the reason for writing and position for which you are applying
- Needs to draw the employer's interest by:
 - praising the company
 - mentioning a mutual contact
 - referencing the placement of the job posting



First Paragraph

- Example:

I recently read an article in The Quarter Horse Journal[®] which praised Anderson Bean Boot Company[®] on their hand-crafted, fine quality boots. This article interested me in the part-time position as an assistant customer service representative.



Middle Paragraphs

- Indicate how you can meet an employer's particular needs using two to three qualifications
- Describe why you are interested in the company
- Illustrate your experience and training in the field



Middle Paragraphs

- Example:

For the past two years, I have been employed in the boot industry as a cashier and in customer service. I have excellent communication skills and a talent for aiding customers. This experience has enabled me to answer questions promptly, develop great communication skills and knowledge of the boot industry. I believe I can be an asset to the company with my level of expertise and familiarity of the product.



Closing Paragraph

- Requests an interview at the employer's convenience
- Tells the employer you will call for his or her reaction to the résumé
- Refers the employer to the enclosed résumé



Closing Paragraph

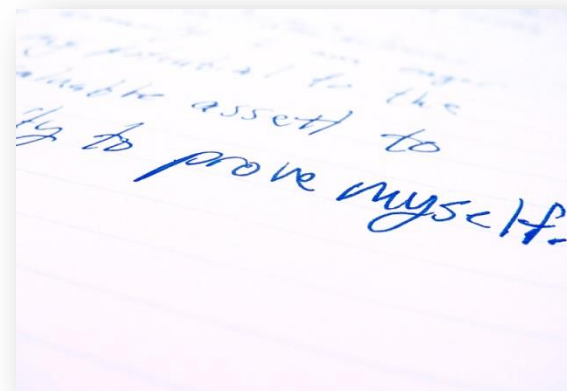
- Example:

My résumé is enclosed and I will call during the next week to arrange an interview. Thank you for your consideration.



Résumé

- Is a synopsis of personal information, education, skills, work experience and activities
- Outlines your qualifications
- Reflects a person's individual credentials
- May be arranged in three ways:
 - chronological
 - targeted
 - function oriented



Chronological Résumés

- Focus on a stable work history
- Show the jobs held progress in a sequential order toward the position seeking
- Present the most recent employment first



Targeted Résumés

- Accentuate responsibilities and capabilities of particular positions held
- Emphasize past experience
- May de-emphasize the most recent job if not relevant to the current job pursuit



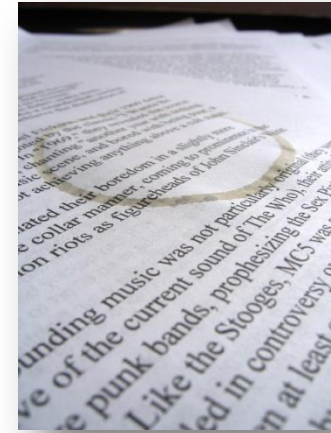
Function Oriented Résumés

- Emphasize the applicants overall capabilities
- Demonstrate skills obtained through study
- Should be used when one has limited actual work experience or inconsistent work history



Parts of a Résumé

- Contact information
- Objective
- Education
- Work experience
- Community involvement or volunteer activities
- References



Contact Information

- Should be displayed at the top of the first page and include:
 - name
 - address
 - phone number(s)
 - e-mail address





Objectives

- Outline a brief description of the desired job
- Will be different for every application
- Examples:
 - **Objective:** To obtain a position as a Business Development Associate position with a pharmaceutical company with an opportunity to develop new territories and marketing programs.
 - **Objective:** To obtain a part-time position at Mesa Country Club assisting the pro-shop manager.

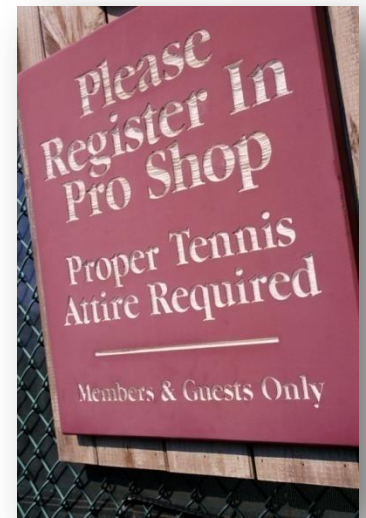
Work Experience

- Lists a brief description of the job responsibilities
- Should include all companies' name, location, dates and job titles
- Outline specific achievements and job responsibilities



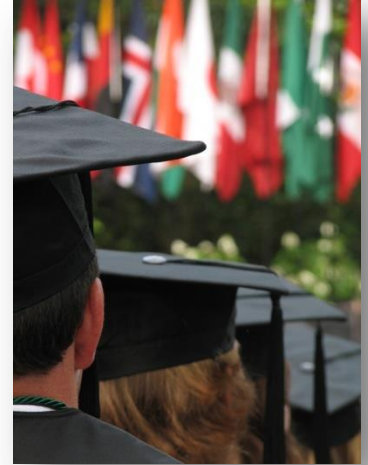
Work Experience

- Examples:
 - 2007-Present Vista Country Club Houston, Texas
 - supervise pro-shop
 - organize inventory
 - communicate with customers
 - operate telephones switchboard
 - I work as a representative for the country club by supervising the pro-shop, answering phones and resolving questions.



Education

- Includes most recent level of completion or current status
- Lists institutions chronologically backward starting in the present
- Lists names, locations, dates and degrees from of all colleges, universities and high schools attended
- Includes grade point average, awards, projects, reports and extracurricular activities



Education

- Example:
Tyler High School Tyler, TX
Fall 2004-present
High School Diploma
GPA: 3.81



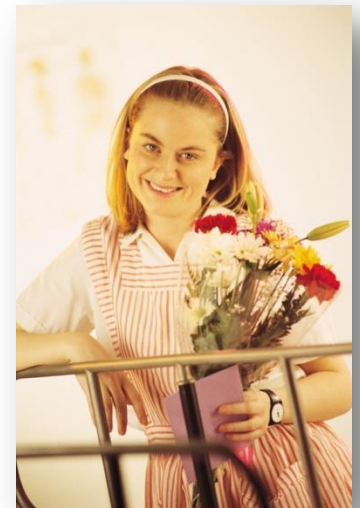
Activities & Honors

- Who's Who Among America's High School Students
- Student Council
- National Honor Society
- Peer Assistance Leadership
- Football Team Captain



Community Involvement or Volunteer Activities

- Highlight community, student and professional activities
- Shows human interest and ability to manage multiple tasks
- Should include:
 - organization offices
 - volunteer endeavors
 - school extracurricular activities
 - leadership positions



Projects, Publications & Presentations

- If applicable, list publications and presentations
 - for example:
 - published book or paper and date
 - presentation or paper
 - community or school projects



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References

- Are individuals who can attest to your abilities at work, school and in character
- Tips:
 - provide two to four references, both male and female
 - previous employers
 - teachers
 - community leaders
 - call before placing information on résumé to ensure availability
 - do not use family members as a reference



Templates

- Are a preset form offered by various word processing programs
- Can be useful for entry level job seekers
- Should be modified to fit specific needs
- Can help with spacing and organization



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Résumé Tips

- First impressions count
- Make sure all words are spelled correctly
- Correct all punctuation errors
- Keep organized and neat
- Do not abbreviate or use contractions
- Type a cover letter and résumé in black ink on white paper
 - résumé paper is available but not required
- Use appropriate amount of white space



Classifieds **Résumé Tips**

- Use powerful verbs
 - achieved
 - organized
 - implemented
 - supervised
- Use consistent indenting to arrange key block of information
 - all dates should line up under one another on a margin



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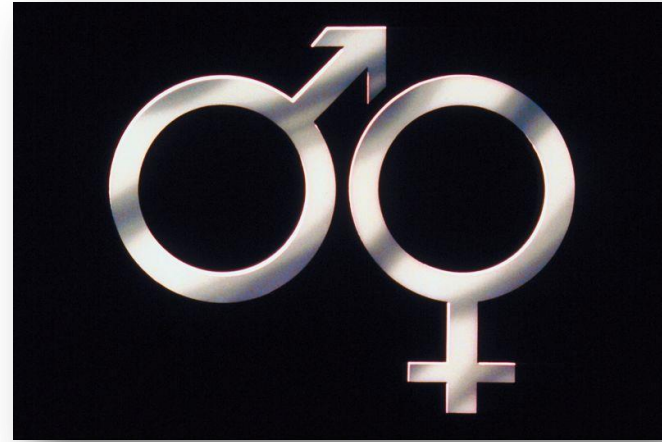
Résumé Tips

- Emphasize skills but do not misrepresent the truth
- Keep résumé to two pages or less
- Attach references on a separate page
- Avoid overusing adjectives, such as:
 - top-producing
 - inventive
 - hands-on



Classifieds Résumé Tips

- Do not include personal information such as:
 - age
 - sex
 - weight
 - pictures
 - marital status



Quiz

1. Why are cover letters important?
2. Which résumé method should be used if you have a stable work history and each job makes a logical sequence toward the position you are seeking?
 - a. chronological
 - b. targeted
 - c. function oriented

Quiz

3. Adding personal information to a résumé is appropriate.
 - a. true
 - b. false
4. What is a résumé?
5. Give four tips to make your résumé stand out.

Sources

- (1997-2008). Retrieved October 7, 2008, from American Speech-Language-Hearing Association (ASHA): <http://www.asha.org>
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Acknowledgements

Production Coordinator:

Jake Porsch

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Meghan Blanek

Graphic Designer:

Ann Adams

Production Manager:

Dusty Moore

Executive Producers:

Gordon Davis, Ph.D.,

Jeff Lansdell

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