

Although cover letters are not always required when applying for a position, they can play a strong role in whether you will be considered for an interview. It is important that you invest time and research to create a letter that will catch the reader's attention, demonstrate your knowledge of the company and position, and make it clear how your experience has prepared you for the role. Although you should highlight the content of your resume, do not copy it word for word. Instead summarize the overall experience and connect the key highlights of your experience to the position you are seeking.

## Formatting

- ✓ Use standard business letter writing format.
- ✓ Begin with the name and mailing address for the recipient of your cover letter.
- ✓ Avoid generic, impersonal openings such as "To Whom it May Concern"
  - If possible, find the name of the person leading the search committee or supervising the position.
  - If you don't have access to an individual's name, then address a specific group – such as "To the Search Committee" or "To the Marketing Team at Company Name"
  - Visually appealing, using a balance of text and empty space on page. Error free!

## First Paragraph

- ✓ Express interest in the position with a specific title and how you found out about the opportunity.
- ✓ Explain why you are interested in that specific position.
  - Read the job description and highlight specifically what drew you to the position.
  - Describe brief qualifications for position (elaborate on these in following paragraphs)
- ✓ Highlight why you are interested in that specific company.
  - Research the company using their website/social media, looking for their mission statement, future goals, and business practices. Online news articles (if available) can also be valuable sources.
- ✓ Share a personal story or experience to grab their attention.

## Second and Third Paragraph

- ✓ Highlight how your education and prior experiences that have specifically prepared you for this position and how they will benefit the company.
  - Take note of necessary skills listed in position description and provide examples of how your experience makes you a good fit. DO NOT just copy and paste bullet from your resume. The cover letter is the hook to draw the reader toward your resume.
  - Use examples to illustrate relevant and measurable contributions to related positions referenced in first paragraph. Don't forget about student groups and class projects.
- ✓ Expand upon why you want to work for their company.

## Closing Paragraph

- ✓ Reiterate your enthusiasm for the position. Provide a summary of your key points.
- ✓ Thank them for their time.
- ✓ Ask for the interview. Express interest in meeting or further conversation about the position.
- ✓ Provide contact information (phone and email).

## Signature

- ✓ Type your name with 2-3 lines above it to include your signature.
- ✓ You should either:
  - Print each cover letter, hand sign and scan as a PDF file.
  - Create a digital signature to insert as a JPG image above your printed name.



Kent Flash  
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October 30, 2021

Mr. Erik Dell  
Human Resource Director, Kohl's Corporation  
1700 Ridgewood Dr.  
Menomonee Falls, WI 53051

Dear Mr. Dell:

Please accept this letter and the enclosed resume as my application for the Summer 2021 Store Management Intern program. I discovered this position through Handshake with the assistance of our Career Services Office. I am a 3<sup>rd</sup> year Kent State student in the College of Business Administration and am pursuing a Bachelor of Science degree in Business Management with a minor in Entrepreneurship. My past work experiences in the retail industry have provided me with a sense of satisfaction by providing customers with the product(s) to help improve their lives. I have always approached my work with a "customers first" attitude, which aligns with your company values.

With 5 years of retail experience, I have experience working on part of a team toward a common goal: providing outstanding customer service. As a sales associate with Sheetz, I collaborated with my colleagues to continually assess product availability. While working, I utilized active listening skills to gauge our customer's needs and concerns. During my time with Cabela's, I requested to be cross trained for multiple departments so I could support my peers by providing assistance during busy times. These experiences helped me see the value in working together to meet the needs and wants of our customers.

As my resume will demonstrate, I exercised my verbal communication skills by handling customer concerns and resolving related conflict. My experiences in customer service led me to pursue a career in business management. The program at Kent State University has provided me with foundational knowledge of finance, marketing, and administration. I chose this program because I wanted to understand the entire spectrum of running a business operation. My involvement with Delta Sigma Pi has enhanced my understanding of business management practices by engaging with business professionals. The experiences I've had so far have provided me with the tools to effectively work with customers, operate within a team, and provide leadership and coaching to peers. Participating in this internship program will help me gain experiences other areas of business management I am interested in, such as purchasing, operations, human resources, and merchandising.

I am very interested in this internship program and would like to schedule an interview to discuss how my experiences and education have prepared me for this opportunity. Putting customers first and asking for help is at the core of my belief and I feel those beliefs will help me successful in this position. Thank you for your time and consideration. I look forward to speaking with you further about this internship program. I can be reached by phone at 123-555-9876 or by email at [kflash2021@kent.edu](mailto:kflash2021@kent.edu)

Sincerely,



Kent Flash  
Enc: resume