**T-Style Letters**

A T-style cover letter lets employers quickly see your qualifications and how they relate to the job opening. It begins like a normal cover letter and has an introductory paragraph. The second paragraph however, splits into two columns consisting of the employer’s job specifications and the skills/experience (qualifications) you have that meet those specifications. Typically you want to match three or four specifications to your qualifications. For more information on employer specifications, check out “How to Read a Job Description.”

In the last paragraph of your letter, state how the prospective employer can contact you and your future plans of action.

The cover letter should be no more than one page in length. Polar Careers encourages you to make an appointment for our professional staff to review your letter. Schedule an appointment by calling Polar Careers at (419) 772-2145.

402 W. College Ave, Unite 4000

Ada, Ohio 45810

(419) 772-2145 home

k-bear#1@onu.edu

September 21, 2012

Ms. Monica Miller, Human Resource Manager

SocialChange.com

600 Race Street, Ste. 1001

Cincinnati, Ohio 45202

Dear Ms. Miller:

I am very interested in the Create Social Change internship that was posted with Ohio Northern University on September 15, 2012. As my enclosed resume demonstrates, the skills and qualifications that you seek closely match my experience and education:

|  |  |
| --- | --- |
| **YOUR SPECIFICATIONS** | **MY QUALIFICATIONS** |
| * A commitment to social change
 | * Volunteer in a local soup kitchen on a weekly basis
 |
| * Communication Skills
 | * Worked with a group of 5 students to organize a fundraiser for a local charity
* Completed a class on group communication
 |
| * Writing Skills
 | * Compose an average of 2 articles/week for the school newspaper, distribution 3,200
 |
| * Computer Skills
 | * Experience with MAC and PC computers in programs such as Microsoft Office, InDesign and Publisher
 |

I would appreciate the opportunity to discuss my experience and qualifications in greater detail. I will contact you next week to determine a time that would be convenient for us to meet.

Sincerely,

Klondike Bear

Polar Careers, Student Success Center | Division of Academic Affairs

**OHIO NORTHERN UNIVERSITY**

PHONE: 419-772-2145 | EMAIL: career@onu.edu | WEB: https://my.onu.edu/polar-careers



**C. Jonathon McGinniss** 555 Crescent Street, Monroe, OH 44444 | C: 513-654-4978 | E: cjmcginniss@coh.rr.com

September 20, 2012

Mr. Andrew Ruppert, Director - Human Resources Department

Warren Rupp

800 North Main Street

Mansfield, Ohio 44901-1568

Dear Mr. Ruppert;

The following demonstrates my qualifications as they relate directly to the requirements listed in the Warren Rupp posting for Business Analyst (000EI).

|  |  |
| --- | --- |
| **Requirements - Business Analyst-000EI** | **Qualifications** |
| Responsible for working with world-wide sales and product management teams in developing metrics and tracking mechanisms | Developed and used metrics to translate and measure complex processes.  |
| Will work with management in setting key initiatives and associative targets as well as draw conclusions and make recommendations | Worked with personnel ranging from line/cell supervisors to HR to Presidents/CEOs. Collected information, made business recommendations to access Ohio’s Economic Development programs. |
| Responsible for coordinating SIOP data from field and tracking sales initiatives | Received Sales Inventory and Operations Planning Training  |
| **Major Tasks and Responsibilities:** |  |
| Set-up yearly KPI metrics for key growth initiatives and world-wide sales regions | Implemented department’s KPI Scorecard for our region. Developed and implemented a spreadsheet (required coding VBA functions) to input activities, eliminating outdated data collection process. Spreadsheet became prototype to move forward a department-wide initiative. |
|  Track and monitor main sales initiatives such as: * New product sales and penetration
* Sales and marketing programs
* Value Selling and other commercial excellence tracking and implementation
 | Tracked and monitored new product developments, new business, and market penetration as a sales rep. Used similar tools as a field executive to generate projections and monitor progress of membership and fundraising campaigns. |
| Coordinate forecast and market data from field and consolidate to develop global unit forecast and assure alignment with SIOP manager | Created and maintained web-based spreadsheets that collected economic development data and corporate capital investments. Used pivot tables and graphing functions to consolidate data and forecasts of operations. |
| Analyze demand to adjust forecast as necessary to reflect trends, promotions, new products and other demand changes | Monitor and analyze data factors/forces that impact both top and bottom lines of a business.  |
| Responsible for various ad-hoc reports and analysis to support sales and product management | Currently support sales and product management of other companies.  |
| 3 - 5 years of sales analyst experience preferred. | Five years in direct B2B. |

I look forward to reviewing these items with you and discussing other questions you may.

Sincerely,

**Jonathon McGinniss**

C. Jonathon McGinniss

Candidate for Business Analyst