

WRITING: Writing a cover letter

Dear Sir/Madam:

¹____ Senior Sales Assistant, Electronic Goods, advertised in today's *Retail News*.

As you can see from my CV, ²____ and a certificate in soccer coaching. However, after working in the electronic goods department of a large store when I finished college, I decided that a career in sales would be more suited to my skills and personality.

After nine months at the department store, I got my current job as a sales representative with Secure Alarms, a company that provides security systems for businesses, as well as home owners. ³____, assessing their security needs, and making sales. To do this job, it is necessary to be highly organized and have excellent customer service skills.

⁴____ I am fascinated by sound systems, and keep up to date on all the latest products and developments. In addition, I have a good knowledge of cameras and photography, as well as smartphones and personal computers.

I am a very hardworking and reliable employee, and ⁵____. I would welcome the opportunity to work for a respected company like yours and, if my application is successful, I am confident that I would be a valuable addition to the team.

⁶____ and I look forward to hearing from you soon.

Sincerely,

Gillian Howes

1 Read Gillian's covering letter and match blanks 1–6 with phrases a–f.

- | | |
|--|---|
| a Thank you for considering my application, | d I am writing to apply for the position of |
| b I am extremely interested in this position because | e I have a degree in physical education |
| c I am responsible for meeting with customers | f I work very well as part of a team |

2 Which of these things does Gillian do in her letter?

- | | | |
|--|---|-------|
| 1 use formal language to end the main part of the letter | 6 say she is good at languages | _____ |
| 2 describe her personal qualities | 7 talk about her previous work experience | _____ |
| 3 ask about the salary | 8 say which position she is applying for | _____ |
| 4 describe her qualifications | 9 explain her career goals | _____ |
| 5 say why she would like the job | 10 describe her attitude to work | _____ |

3 Write a cover letter for this job. Remember to use formal language and include details of your qualifications, skills, and any relevant experience.

SALES ASSISTANT, BJ OUTDOOR SPORTS

We are looking for smart, efficient sales staff for our new downtown store. The successful candidate will have:

- at least two years' experience working in a store
- excellent written and spoken English
- recognized proficiency in math
- a genuine interest in outdoor sports, especially climbing and skiing
- a knowledge of sports equipment

You will work as part of a large team. Our stores are always busy, so you must be able to work under pressure. To apply, please send your CV and a cover letter to Kelly Bagnold. Please provide details of your qualifications, skills, and any relevant experience.

