



thriveherd

Guide to writing cover letters with impact

27 Old Gloucester Street
London
WC1N 3AX

1 August 2022

Martia Donaldson
HR Director
Brockbank Logistics Ltd.
Unit 5, Denton Industrial Estate
Porley

Dear Ms Donaldson,

Re: Customer Service and Operations Manager

I would like to apply for the role of Customer Service and Operations Manager at Brockbank Logistics, which I saw advertised on logisticsjobs.com.

My 5 years' operational experience in logistics customer service, combined with my 99% satisfaction rating, remote team leadership aptitude and advanced negotiator skills, make me the ideal candidate for this role. I have drawn on my environmental expertise to develop a specialist skill set, with the goal of joining a progressive and ethical logistics company. I am excited to make this application.

In my most recent role as operations and customer executive at X Corp I thrived in a fast-paced environment to manage 500 daily deliveries, nurture 8 courier relationships, and lead my team's response to 800 weekly customer support tickets. With skilled project management of live system pilots I refined our technological workflows to generate a 40% efficiency saving for the company.

I would relish the opportunity to join your cutting-edge and close-knit team. Thank you for reading my application, and I look forward to meeting you and discussing my suitability at interview.

Yours sincerely,

Alex Williams
07777 774774
alex@williams.com

Cover Letters

Use the opportunity

Your cover letter is your opportunity to sell yourself outside the tight restrictions of a resume or CV. You have more space to draw the hiring manager's attention to how your strengths and skills and achievements set you apart from the rest of the field and make you the best choice for the role.

Not a huge amount of space, mind you. One A4 page is the maximum, and closer to half would be better. Editing ability is key here. **Punchy and persuasive** is the name of the game.



Your cover letter needs to be:

TAILORED

Sending the same cover letter with all your CVs or resumes just isn't good enough, and you'll waste the time and effort spent on that other document.

NOT YOUR CV

Be careful your cover letter isn't a reformatted copy of your CV. Instead, zoom in on key strengths, skills and achievements that you know the employer wants.

INFORMED

Research the company and drop in a couple of winning snippets to show you know about them and have sent them a considered and personalised letter.

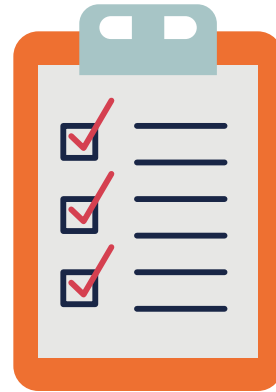
Cover Letters

Use the opportunity

The basics

1

Make sure all your personal details (e.g. name, address, phone number) are included, well presented, and look professional.



Address your letter to the **specific** hiring manager using their name (please try to find it).

2

3

Tell them where you found the vacancy.



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The patter

When it comes to the patter, you're trying to convey succinctly:

- **Why you're the right candidate for the role**
- **What value you can bring to the company**



Many guides to the patter section of cover letters start with something like this:

As you can see from my CV, I have 5 years' experience in customer services, and I am confident my skills developed over this time mean I should be your first choice for this role.

This is a modified version of an apparently good example provided by a highly respected international careers website. If I received this I would probably be asleep before I'd got to the end of the sentence, not only because it's boring but because it's the 70th time I've read that sentence today. It also doesn't set you apart from most other applicants. And why should they care that you're confident you're right for the job?

———— Instead ————

**Blow your own trumpet
(without arrogance)**

**Convey your unique combination
and value**

**Be concise but load your letter
with impressive detail**

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You could say something like:



My 5 years' operational experience in logistics customer service, combined with my 99% satisfaction rating, remote team leadership aptitude and advanced negotiator skills, make me the ideal candidate for this role. I have drawn on my environmental expertise to develop a specialist skill set, with the goal of joining a progressive and ethical logistics company. I am excited to make this application.

I hope the difference between this and the previous example is clear. If you were hiring, and you read one of these followed by the other, which would be more impressive?

My example isn't perfect. If I were to critique it, I would say it's a bit long and probably a little wordy. The first sentence in particular could do with breaking up. So you could say:

"I have 5 years' experience in challenging customer service roles in the logistics industry. Combined with a 99% customer satisfaction rating and advanced negotiator skills, this makes me the ideal candidate for this role."

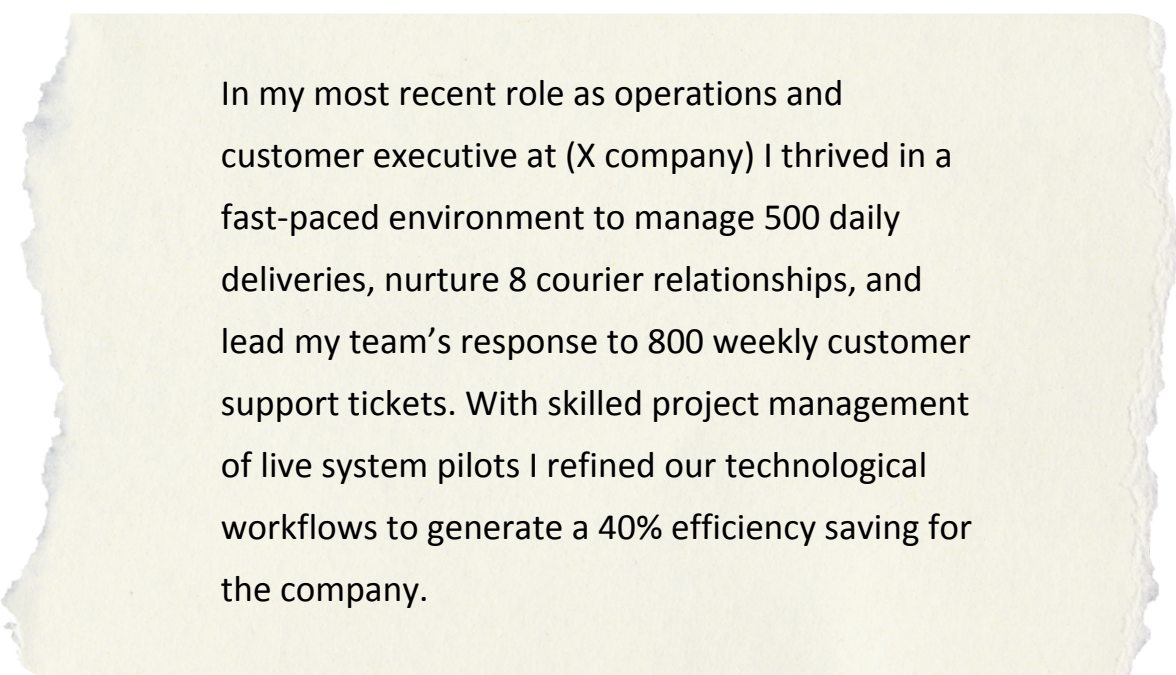
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OK. So this makes you suitable. But what value can the company expect from you?

Here you should bring in one or two specific examples of your key strengths, skills and achievements as they relate to the role and the keywords used in the posting.

Really zoom in on those aspects of your CV that relate to the role very closely and show your skills and achievements impressively.



In my most recent role as operations and customer executive at (X company) I thrived in a fast-paced environment to manage 500 daily deliveries, nurture 8 courier relationships, and lead my team's response to 800 weekly customer support tickets. With skilled project management of live system pilots I refined our technological workflows to generate a 40% efficiency saving for the company.

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Easy close

You should then bring it together as you head toward the finish. Make sure you include a mention of interview. Something like:

"I would relish the opportunity to join your cutting-edge and close-knit team. Thank you for reading my application, and I look forward to meeting you and discussing my suitability at interview."

Other points to note

- Be clear and concise
- Keep paragraphs short and direct
- Don't start every sentence or paragraph with "I".
- Back up any statements you make with facts & figures
- "Yours faithfully" if you don't know their name.
"Yours sincerely" if you do. And you should...

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Yours sincerely,

Paul Talbot

0330 001 1148
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