

**CAREER ACCELERATION NETWORK®**

This letter is representative of those written as a "generic" cover letter. **Why is this not likely to result in call-backs?** Let's count the number of "I's", the number of paragraphs and dense copy, the repetition of what should be in the résumé, and most importantly, the disregard for the specific needs of the target company.

**BEFORE:**

I read with interest your advertisement for the above referenced position. I believe that I may be uniquely qualified for the position. As my enclosed resume indicates, I have a wealth of experience in health care financial management. In my current position at Confidential organization, I am responsible for the recording of thousands of financial transactions for two corporations that culminate in my presentation of the organization's financial statements to senior management and to our board of directors. Additionally, I am responsible for guiding approximately fifteen other senior level management personnel in the calculation, preparation and monitoring and reporting of variances of the organization's \$35 mil operating and capital budgets.

I am also responsible for monitoring cash flow as well as evaluating and making investment suggestions on approximately \$15 mil of investments as well as purchasing/leasing, maintaining records of ownership and maintenance of a fleet of 30 automobiles. I am also responsible for procuring and maintaining much of the organization's equipment for a large number of satellite employees.

Prior to joining Confidential organization, I served as Controller at Confidential organization. In this role I had responsibilities similar to those of my current position. In addition to complete financial management and presentation, I supervised the human resource function for 270 union and non-union employees to include administering health and welfare, pension and disability plans. I also had significant input into the operational aspects of the nursing home and independent living facility.

Throughout my career but specifically in my last two positions, I have been responsible for many functions that are germane to every organization. Those functions include but are not limited to maintaining adequate insurance levels (both physical plant and employee), statutory filings with the IRS, federal, state and local government agencies, contract negotiations, coordination of audits and developing strategic plans. I've also directed the successful implementation of new accounting software at both Confidential organizations.

As I'm sure you would agree, the depth of my experience is far reaching. I believe that my experience closely mirrors those listed in your advertisement. I am currently earning \$90,000 per year. Thank you for your consideration. I look forward to the opportunity to discuss this position with you in further detail.

Sincerely,  
Accounting Manager

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AFTER:

The following approach helps the candidate evaluate his suitability for the position, and it is easy to read. Most of all, it shows the hiring manager that the candidate understands the needs that have been outlined in the job announcement. The following is an excerpt of a targeted "T" letter:

Your call for an Accounting Manager to join you in changing healthcare delivery in America is intriguing. Let me show you how my background compares to your needs for this position:

<u>Your requirements</u>	<u>My qualifications</u>
Healthcare industry experience	Progressively responsible financial accounting experience - all related to healthcare
Staff supervision & development	Recognized as a manager that others like to work for: proud of retention and promotion of subordinates
Coordination of year-end financial audit	Coordinated >10 year-end audits; worked with outside auditors

It appears that *GreatCareHealth* is on track to experience significant growth through achievement of its healthcare mission. I'd like to talk with you and others to determine how I might be an asset to the team.

Sincerely yours,

Accounting Manager  
Encl. - résumé

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