UNIT III: STEPS TO SUCCESS

Unit Outline

* Introduction to business correspondence
* Section A
* A1. Crafting the covering letter
* A2. Crating the CV
* Section B. Dealing with job interviews
* Section C. Practice

**Introduction to business correspondence**

Business correspondence comprises the formal written exchanges among individuals, companies, and organizations. This type of letter writing is characterised by a high degree of formality and a rather rigid structure that defines it a genre. As a basic ground rule to all letters, it is important to keep to the expectations regarding the content and the format, since business letters are not the place to exhibit your flair in writing; in case of doubt or uncertainty, it is always preferable to follow the guidelines to be on the safe side.

Formal letters can be written using three different styles or formats:

♦ Indented: start of every new line is written a little inside the line.

♦ Blocked: no margin but double space between paragraphs (left-alignment).

♦ Modified block: date, signature are right-aligned to counterbalance.

Another important aspect worth considering in BC is punctuation as a means to grant a logical structure to the document:

* Full stop/period (AM): complete unit of meaning. More common in English.
* Comma: brief pause. Relation of two different ideas to create a unity of meaning. Don’t over use it, period is preferable.
* Colon (:): in business used to introduce a list of examples, in quotations, in stocktaking/inventory taking/stock-listing.
* Semicolon (;): longer pause than comma. Often used to explain or restate a prior idea. Commonly replaced by period.
* Dashes include extra or emphatic information.
* Question/exclamation marks: never followed by period \* !?.
* Capitals: days of the week, months, nationalities, titles, honorary degrees.

General tips:

* As regards the date: make it clear and unambiguous: August 3, 2001.// Br:12/03/01 vs AM: 12/03/01
* As for your address, write it exactly as it is to avoid area code misunderstandings.
* Dear + first name// Dear + title (Mr. Reverend) + surname.
* Avoid abbreviations unless widely accepted by both parts (MS, MA, MBA, BS, BA, Ph D, etc.

Section A1

Crafting **the covering letter**

Cover letters follow the general principles governing business correspondence, but are written for a specific purpose, that is, to highlight areas of your curriculum vitae. In English it is advisable to keep our CV to a maximum of two pages, and this is why the cover letter can prove an essential information supplement. Cover letters are a must in English, not a choice, and can be written with two objectives in mind:

1. Letter of application: applying for an advertised opening — applicants often say something like "I look forward to hearing from you." However, if you have further contact info (e.g. phone number) and if the employer hasn't said "no phone calls," it's better to take the initiative to follow-up, saying something like, "I will contact you in the next two weeks to see if you require any additional information regarding my qualifications."
2. Letter of inquiry: asking about the possibility of an opening — don't assume the employer will contact you. You should say something like, "I will contact you in two weeks to learn more about upcoming employment opportunities with (name of organization)." Then mark your calendar to make the call.

In cover letters, you must remember that:

* + The guidelines here apply to both hard copy correspondence and e-mailing.
	+ Explain why you are sending a resume. Don't send a resume without a cover letter.
	+ Don't make the reader guess what you are asking for; be specific.
	+ Tell specifically how you learned about the position or the organization. It is appropriate to mention the name of someone who suggested that you write.
	+ Convince the reader to look at your resume. The cover letter must be targeted to that employer.
	+ Call attention to elements of your background — education, leadership, experience — that are relevant to a position you are seeking. Be as specific as possible, using examples.
	+ Reflect your attitude, personality, motivation, enthusiasm, and communication skills.
	+ Provide or refer to any information specifically requested in a job advertisement that might not be covered in your resume, such as availability date, or reference to an attached writing sample.
	+ Include a brief statement of your qualifications or highlights, but don’t repeat verbatim the contents in your resume. Try to raise interest so as to get you on the next interview stage.
	+ The closing of the letter should initiate some course of action, like a request on your part or a follow up move on theirs, or even the announcement of a near term call. Make yourself available for a personal interview at anytime or place the employer thinks fit, or provide several dates available.
	+ Close the letter in a friendly but formal tone. Steer clear of archaic forms, and try to pin the addressee down to an appointment. A firm request is harder to ignore than a vague hope.

**Cover letters:** layout and content development I

**1. Opening paragraph:**

Purpose and acknowledgment of prior letter or ad announcing job vacancy

*I am writing to you to apply for the position of......advertised in......of July...*

*In reply to your advertisement of....for the position of..., I am writing to you...*

*I am sending you my CV in case it is of interest to your Company in your next*

*personnel selection process.*

Introduce you (if possible, cite a recommendator)

*Following on from my conversation with Mr. González, I have decided to contact*

*you ( ENC: 1)*

*I have been tutored by Mrs. Plant for the last 6 months....*

*As you can observed from my resume/ as you will notice from my CV*

*I have a Degree in/ I have a Master, a MBA, a Bachelor Degree, A 3-year Degree in*

*Building Engineering/ a Doctor degree in civil engineering.*

*I am currently working with....as....but my contract is nearing and end, will expire by the end of...*

Establish the need & make yourself suitable & available to fill that need.

*In view of my experience in the field, I would like to take part in.../to cooperate with your Company/firm../ I would like to gain work experience in...*

**2. Next paragraphs:**

Establish the most relevant experience, accomplishments, skills that you have (if

necessary, provide reference: “references upon request”).

**3. Closing paragraph:**

Give/request some other: more details, prominent data, ask for interview & contact date. Make yourself available and ready for interview.

*Please do not hesitate to contact me should your firm have any vacancy...*

*Thanks for your attention/consideration/ I am looking forward to hearing from you*

*I would be grateful if you could send me further details about...together with*

*application form*

*Sincerely, faithfully, truly...*

*Signature*

*Typed full name*

*Position*

**Cover letters:** layout and content development II

Remember that we don’t include our name in the return address, unless we use the central heading format!

RETURN or sender

ADDRESS

Your Street Address

City, State Zip Code

Telephone Number

Email Address

DATELINE

Month, Day, Year

Mr/Ms/Dr+ First Name + Last Name

Title

Name of Organization

Street or P. O. Box Address

OPENING

City, State Zip Code

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Dear Mr /Mrs/ Ms/ Dr/ Colleague + Last Name, /: , /nothing

Opening paragraph: State why you are writing; how you learned of the organization or position, and basic information about yourself.

2nd paragraph: Tell why you are interested in the position or type of work the employer does (Simply stating that you are interested does not tell why, and can sound like a form letter). Demonstrate that you know enough about the vacancy to relate your background to the job. Mention specific qualifications which make you a good fit for the employer’s needs. This is an opportunity to explain in more detail relevant items in your resume. Refer to the fact that your resume is enclosed. Mention other enclosures if such are required to apply for a position.

3rd paragraph: Indicate that you would like the opportunity to be interviewed for a position or to talk with the person in charge to learn more about their opportunities or hiring plans. State what you will do to follow up, such as telephone the employer within two weeks. If you will be in the employer’s location and could offer to schedule a visit, indicate when. State that you would be glad to provide them with any additional information needed. Thank the employer for her/his consideration.

Sincerely,

COMPLIMENTARY

CLOSING

(Your handwritten signature)

Your name typed

Enc(losure) (s) (refers to resume, etc.)

**Cover letters:** sample letter

930 Highland Ave.

State College, PA 16802

Nov. 14, 2004

Mr. Gerard Herbert

Human Resources Manager

Allen & Allen Inc.

1034 Collins Ave.

Philadelphia, PA. 19122

Dear Mr. Herbert:

I am applying for the position of site manager, which was advertised Oct. 4 with the career services center at your University. The position seems to fit perfectly my qualifications, experience and interests.

According to the advertisement, your position requires excellent communication skills, computer literacy, and a B.S. degree in Building Engineering. I will be graduating from the Polytechnic University of Madrid this coming June. My studies have included AutoCAD courses, project management, information systems and safety procedures. I have learnt the position also requires a candidate who is a team—a detail-oriented— person, works well under pressure, and is able to deal with people in different departments within the firm. These are skills that I have developed both in my course work and in my recent internship at……………………………………………….

My background and goals also seem to match your requirements. I am confident that I can perform the job effectively, and I am excited about the idea of working for a dynamic, nationally recognized investment management firm.

If you would like to schedule an interview or otherwise discuss my interests in this position, please call me at…….. I will be available at your convenience.

Thank you for your consideration

Sincerely

Amy Smith

Enc.

Section A2

**Crafting the curriculum vitae / Resume**

A resume is a summary of our past academic and professional activities and experience. A resume allows us to highlight those points from our previous experience/background we might think appropriate for a particular job situation and, if designed carefully, it can help us side-track those areas we do not feel confident about. ‘CV’ is preferred in Europe whereas ‘resume’ is preferred in the US. Although they are mostly equivalent, a CV tends to be longer and be used in the case of academic positions.

**Some preliminary tips:**

* A CV evolves throughout one’s lifespan.
* Look closely into the wording of the announcement. Try to delve into the target employer’s needs.
* Identify the information to be included before starting.
* Be specific about the range of items and the way to include them.
* Be positive about your achievements and constraints.
* Never apologize for any lack of know/experience on your part.
* Stress what you can do for the company/program, not the other way around. Be enthusiastic.
* State your career goal clearly, if requested to do so.
* Be careful about whom you address. Contact the person having authority to arrange an interview.
* References are really important, but make sure you do not include someone unwilling to serve in this role. Back up your claims with solid evidence.
* Be ready to discuss any point included in the document.
* When ordering the information, it is always preferable to stick to format, but in some cases you can eke out for your lack of academic or professional experience by promoting some areas at the beginning while back-grounding some others for the end.
* Keep a record of all resumes sent (date and company).
* Last but not least, be specific as regards syntax and contents. Use short sentences. Positive dynamic verbs are a good choice. The language you use in your resume will affect its success, so you must be careful and conscientious. This is the time to show with words what you can do for the company. The following list of verbs will help you to make a strong impression:

Administered, analyzed, arranged, assembled, assumed responsibility, built, carried out, collected, communicated, compiled, completed, conducted, contracted, coordinated, counselled, created, designed, determined, developed, devised, directed, dispatched, distributed, documented, edited, established, expanded, functioned as, gathered, handled, hired, implemented, improved, inspected, interviewed, introduced, invented, maintained, motivated, negotiated, operated, organized, oversaw, performed, planned, prepared, presented, produced, programmed, published, purchased, recommended, recorded, reduced, referred, represented, researched, reviewed, saved, screened, served as, served on, sold, suggested, supervised, taught, tested, trained, typed, typed, wrote.

**The optics of the resume**

* Use conventional format if you are not absolutely sure.
* Employ visible headings. Use bolds, Italics, capitals or highlight specific information.
* Avoid all mistakes in grammar, spelling, and punctuation, also in addressee’s name or position. Proofread the document and hand it over to some else to get feedback, or put it aside for some time, and then read it again.
* If possible, develop your own CV style from among the options on tap. A specific deviation from the norm may be purposeful.
* Use good quality paper, but not too glossy. Color papers are on trend, especially if they have an associative meaning to them.
* Never ever use photocopies of your CV.
* Make it easy to read: avoid overcrowding or unnecessary spacing. Balance information on the page.
* 1 or 2 pages at most.

Remember that most COs have more applicants than positions available, so a

bad letter or resume makes ruling out easy!

**Resumes can be designed in different ways:**

* Using an (inverse) chronological order: the chronological CV
* Highlighting only specific data: the functional or skills-based CV
* Targeting the specific needs of a prospective employer: the targeted CV

**The basic sections in the resume**

|  |  |
| --- | --- |
| **Essential** | **Optional\*** |
| NameAddressPhone Number/sWork experienceEducationReferences Phrase | Cellular phone numberPage NumberE-mail address or website addressJob objectiveHonorsSpecial SkillsPublicationsProfessional MembershipsActivitiesPersonal InformationPhotograph |

**\*** Your choice of optional sections depends on your employment needs. Always use information that put you in a favorable light. Make sure your information is accurate and truthful. If you are applying for a position that requires certain physical traits, a photo of yourself might be appropriate. A person applying for a job as a computer programmer would not include a photo as part of this or her resume. Each resume is unique.

**What to include in the different sections…**

Education or qualifications

Be comprehensive while specific.

Information in this section is to be organized in reversed chronological order.

Honors/ awards\*

Professional / work experience/ employment record/ history

Information in this section is to be organized in reversed chronological order.

All details about job duties & responsibilities are to be included.

Current employment/employment to date\*

I am presently/currently working as/in...

Summer courses, workshops, internships, work-camps, volunteer/-ary work\*

Skills (language, computer, interpersonal, negotiation, communication)

Languages: included if you are fluent or have medium level, not otherwise\*\*

Voluntary work, affiliations, hobbies…

References: upon request (unless required to include them)

\* Indicates optional section

\*\* If in Europe, use the Common European Framework for Languages scale.

Section B

**Dealing with job Interviews**

Sitting for a job interview is the final stage in the job hunting process. On equal resume and cover letter conditions, your performance during the interview will make the difference. It is important to be well-prepared for a job interview so you don’t get caught unawares by an unexpected or tricky question. By answering questions carefully and honestly you will be making a positive step towards interview success. When you are preparing for an interview you have to analyse yourself answering to questions such as:

* Do I really want this job?
* What do I consider my primary qualifications for this job?
* Why should I be hired over someone else with similar qualifications?
* What are my greatest accomplishments?
* Can I take criticism?
* (If you have held other positions) Why did I leave other jobs?
* Do I prefer to work with people or with objects?
* How do I spend my leisure time?
* What are my ambitions?
* What are my salary needs?

I. BEFORE THE INTERVIEW: POINTS TO BEAR IN MIND

Once you have thought about the above questions, review your qualifications for the job, also review your resume. Make sure you have a photocopy of the application form / resume and/or the covering letter that you sent, so that you can review it before the interview, and prepare answers to likely questions.

Finding out as much as you can about the company you are visiting will not only help you decide if it is the sort of organization you would like to work for, but may give you some ideas for questions to ask the interviewer. Look at the company website, focusing on the annual report, news, press releases and general profile.

It is important to focus on your strong points, even when you have been asked to describe your weaknesses. Try to turn your potential weak points into positive ones. Prepare a mental list of questions you would like to ask the interviewer. Avoid asking questions about benefits and salary at a first interview, unless the interviewer brings the issue up. Key questions: company values, company goals and objectives, the company’s success factor, promotion opportunities, professional development policy. Be completely familiar with everything on your resume, and be prepared to answer any difficult questions on your education and/or work history, specially gaps or periods of inactivity.

Balance your weaknesses with achievements. If short for professional record, focus on your on campus achievements and training.

Knowing when to stay silent in the interview can help you a great deal. The degree of your communication skills has a direct bearing on the image and potential you convey. Any business will value the presence of an employee who has good communication skills. These are most evident in one-on-one interactions and written communications (such as emails or memos). The art of effective communication does not depend on getting noticed with the use of impressive words. Rather, it is reflected in your ability to get a point across as concisely, politely and clearly as possible.

Get extensive practise for your interview with friends. Set up an office situation with desk and chairs. A friend may assume the role of the interviewer asking you questions about the information on your resume. Ask your friends to comment honestly on the rehearsal.

Ask them to role-play the interview with you. Give them a list of frequently asked questions, and ask for feedback. Videotape it if you can so that you can watch your body language. Play it for critical analysis. Student Centre http://www.studentcenter.com offers a virtual interview.

Salary negotiation

The four steps in discussing your wage increase during an interview

* Negotiate the position.
* Sell yourself, then negotiate - show your unique expertise.
* Focus on your worth, not on your value.

Negotiate the salary and benefits package. When negotiating a salary, the interviewer will generally have a range and they will offer you the bottom of that range. You have to negotiate way up as much as possible. Generally the interviewer is not the only one to convince that you are worth more than the initial offer. Never accept the first wage offer unless you are desperate for a job.

Employers use various tactics to offer you a lower salary:

* Offer you the job and a starting date with no mention of the salary
* Employers ask what salary you need - do not answer with a figure!

II. DURING THE INTERVIEW

Interviews can vary depending on the job and / or the company profile; however, most job interviews follow a similar structure. By knowing this structure, we can be better ‘equipped’ to cope in the process, and reduce anxiety. Here are the sections of an average 20’ minute interview.

**Introduction**

Establish rapport, put you at ease. Small-talk to establish common identities. At this stage, an opinion is being formed about you: your appearance, the way you greet, the way you introduce yourself, attitude…

**Background**

Mutual exchange of information about your background. Recruiter will also offer some information about the company as a cue for you to elaborate on your details.

**Evaluation**

Evaluate how both your interests and the company´s match up or not. The time for you to raise questions or clarify doubts. The perfect time to expose your career goals and prove that they match the organization path.

**Closing**

Sum up your strong and weak points and reaffirm interest in the position.

Inquiry about next steps in the selection. You might be dated to a second interview:

full time or day-long on site interviews with company´s staff.

* The time to write down all ideas or important details like interviewer´s name…
* Consider writing a thank you or follow up letter!

**Some tips during the interview!**

Arrive 15 or 20 minutes early so that you can take some time to relax after your journey. Go and freshen up to help you feel more comfortable and confident. Drink some water, flick through company magazines if they are available. Try to get a feel for the atmosphere, as this will help you to decide if it’s the sort of place you can see yourself being happy working in. It will also give you an idea of what to expect in the interview, and the short of candidate the interviewers will be looking for.

Dress for success: what to wear and how to act during a job interview

It is extremely important to dress appropriately; do not overdress or under dress. Be pleasant and friendly but businesslike; avoid annoying actions such as chewing gum, tapping your feet, or playing with your jewellery. Let the interviewer take the lead and listen attentively. Although most companies are now relaxing their dressing codes, it is always preferable to err on the side of conservatism. Go for quality instead of quantity. Use common sense when choosing your outfit. More than fifty percent of another person's perception of you is based on how you look and therefore your appearance is crucial to making a good impression. Pay particular attention to your shoes.

General tips on what to wear for a job interview for both men and women:

* Be conservative. Conservative is best for the interview regardless of the dress code at the organization.
* If you're unsure, call them and ask! Do not ask the Human Resources (HR) manager. Asking the receptionist or a HR assistant is easier. If you are still unsure, go for a conservative look.
* Well-groomed hair style.
* Clean, trimmed finger nails.
* Minimal cologne or perfume.
* No visible body piercing.
* No gum, candy or cigarettes.
* Wear one ring and limited jewellery.

What men should wear for a job interview:

* Conservative suit - two piece suit & tie, conservative & solid color.
* Long sleeve shirt.
* Avoid bow ties. Wear a conservative tie.
* Dark shoes & dark socks.
* Make sure your beard or moustache is well trimmed.
* Get a hair cut. A short and conservative style is best.
* Do not wear any earrings.

What women should wear for a job interview:

* Shoes should have conservative heels.
* Use a briefcase rather than a purse.
* Conservative nail polish.
* Minimal use of make up.
* Limit jewellery to one ring and one set of earrings

Always the right answer!

During most interviews you will be asked questions; your responses should be frank, brief, and to the point, yet complete. Be honest in discussing your qualifications, neither exaggerating nor minimizing them. The interviewer’s question and comments can help you determine the type of employee sought.

General points to think about before answering an interview question:

* Think about the job and the employer's needs first.
* Employer's needs come before your own.
* Emphasise how you will help to achieve the company's goals.
* Your accomplishments in quantifiable words.
* How your skills and attributes will benefit the organisation.
* Be specific and to the point.
* Why you approached projects in a certain ways.
* How the skills you bring will benefit the organisation.
* Don't downplay your accomplishments or attribute them to luck.
* Be specific in your answers. Avoid rambling or going off on a tangent.
* Ask for clarification if you are unsure of the question.

Identify weakness in your resume and be prepared to discuss them. Possible

weaknesses in you CV can be:

* Lack of related experience.
* Short employment periods.
* Lack of management experiences.

III. TYPES OF INTERVIEW

3.1 One to one interview

The most common interview is the one to one. The interviewer with the interviewee. The One to One Job Interview is a test/conversation and both parties will end the conversation with an opinion. The interviewer: if the candidate is right for the job and the interviewee: if the organisation is right for him/her.

The interview starts when the interviewee meets the interviewer. We read a lot in body language signs & other non-verbal communication. The clothes you wear are also important. Have a look at the body language signs below:

* Handshake: A firm hand shake reflects a strong personality and is what most employers are looking for. Limp, sweaty hands are definitely a no. This is the first body language in the interview that your interviewer will "read".
* Hands: Do not exaggerate hand gestures when you are talking. Try answering an interview question in front of a mirror to help you understand how much you move your hands while talking.
* Eye Contact: Maintain eye contact but do not stare. If you are uncomfortable with this kind of body language look at the interviewer's nose as it has the same effect. Do not let your eyes wander away from your interviewer.
* Posture: Reflects energy, enthusiasm and self control. Stand and sit erect. Slouching does not reflect a positive attitude in interview body language.
* Do not fidget: Avoid playing with your hair, clicking pens and the like.

3.2 Panel interview

This kind of interview is conducted by an interviewing panel that is made up of the supervisor and some members of the team. The interview panel can also consist of top level Chief Executive Officers (CEOs) although this depends on the kind of position you are applying for.

The panel interview is stressful and this is why organisations use it: to see the candidate's reaction to stress. You will be asked questions from all the panel members, sometimes the same question by different panel members. It is difficult to build the kind of connection with the interview panel as you can in a one on one interview.

You can buy time by asking questions. You should always remain calm and composed during a panel interview. Take a breath and even count to five (in your head), if you see the situation getting out of hand.

3.3 Group interview

The group interview is more stressful than the panel interview. You will be "interviewed" in a group. All the candidates/job seekers will be in the same room during the interview. The group interview will show facets such as leadership qualities, stress management, communication and interaction skills and knowledge use. Show your opinion but let the other candidates speak. Ignore any candidates who are too aggressive or make any personal remarks. Try to avoid getting in one to one conversations. It is always a good idea to get the final statement in a group interview. Generally this is not the final interview and short listed candidates will have a panel or one to one interview.

3.4 Phone interview

This kind of interview is often the first contact with an employer. A phone interview is also used when candidates reside in other countries. The most important thing to remember in phone interviewing is that you are working towards a face to face discussion.

Some things to remember:

Show enthusiasm. Remember that you do not have the advantage of interview body language.

* Hold the receiver well. The mouthpiece should be 5 cm from your lips. Speak normally or a notch slower.
* Expect some overlapping. If this occurs, let the interviewer take the lead by saying “sorry, go ahead”.
* Make sure there is no background music.
* Switch your mobile phone off.
* Switch your computer speaker off.
* Switch the front bell off (if you can).
* Lock your pets away.
* Avoid being too cheerful or overly concerned.
* Make a list of things to say and of your strengths and keep them handy.
* Get pen and paper to hand, and a calendar, and write the interviewer’s name at the beginning to address her/him properly.
* Practice a phone interview with a friend.
* Always be positive even if this job change has not been your choice.
* Do not smoke, chew gum or drink during the interview.
* Avoid salary discussions in a phone interview.
* Ask when it is convenient to meet for a face to face interview.

3.5 Informal and hidden interviews

Informal and/or hidden interviews are those situations in which the interview takes place in an informal setting, such as a cafeteria, or those in which you don’t know to what extent you are then being interviewed or, the time limits of the interview. In these cases, try to act professional and never get caught unawares.

3.6 Technical interview

In this type of interview, you will be asked to ‘do’ something, to demonstrate your ability in performing some action, or operating some equipment. Technical interviews are often held at assessment centres as part of the company’s activities, and, in this case, you are often informed about the type of action you will be doing.

IV. AFTER THE INTERVIEW

Interviewing is a learning process. Take notes after each interview focusing on your mistakes and shortfalls. Write what you have learnt about the job and company. Put things in perspective. This information can be used in a second interview or be filed away for later use during other interviews. Be objective about your strong and weak points and avoid falling for self-denying/destructive criticism.

The second interview

A second interview is the last step in getting a job. The employer is trying to see specific qualities and how you interact with the rest of the team. During the second interview salary and benefits, employment guidelines or compensation packages may be discussed.

Expect some private second interviews especially if the job you have applied for is a technical job. Ask for a tour of the premises, if this is not scheduled.

You can express appreciation for the opportunity to become connected with the company. If you did not get the job, thank the interviewer by telephone or by letter for his or her time and courtesy. This kind of goodwill is essential to business success.

Thank You and Follow-up Letters

After the interview stage, it is customary to write a “thank you” letter or a “follow-up letter”. A “thank you” letter is, in most cases, an excuse to remind the prospective employer that you are interested in the position on offer, and also to make you stand out from other candidates. Also consider that:

* The letter has to be sent before the decision to hire a particular candidate has been made.
* It is your last opportunity to mention any information you missed to mention in your resume, cover letter or interview.
* You can use some things you learnt during your interview to your advantage. This shows you are a professional. It is your last opportunity to leave a good impression. Send it within one day of the interview.

If the interviewer ended with “Keep in touch with us” or “Check with us in a few days” you may want to request another interview in the form of a “follow- up letter”**.** If the interview ended with “We’ll keep your application on file” or “we may need a person with your qualifications a little later,” after a few days, write a letter. Mention the interview, express appreciation, include any additional credentials or emphasize credentials that since the interview seem to be particularly significant, and state your continued interest in the position.

The content of the follow-up letter is determined by events that occur after you apply for a job or complete and interview. The letter is simply a courteous response to events following the application or interview. The following pages include examples of both thank-you and follow up letters. As preliminary practice for this unit, identify the elements of these letters, and their position in the layout.

**James Dalious**

**838 Marian Way**

**Chapel Hill, NC 27599**

**(919) 555-1959**

Dr. Joan Nagle

Technical Design Group Director

Casey Engineering System Inc.

81796 Gulick Road

Charlotte, NC 28235

March 12, 2010

Dear Dr. Nagle:

I want to thank you very much for interviewing yesterday for the associate engineer position. I enjoyed meeting you and learning more about your research and design work.

The interview strengthened my enthusiasm for the position and interest in working for Casey. I believe my education and cooperative education experiences fit nicely with the job requirements, and I am certain I could make a significant contribution to the firm over time.

I would like to reiterate my strong interest in the position and in working with you and your staff. You provide the opportunity I seek. Please, feel free to call me at the telephone number listed above if I can provide you with any additional information.

Again, thank you for the interview and for your consideration.

Sincerely,

James Dalious

JAMES DALIOUS

**838 Marian Way**

**Chapel Hill, NC 27599**

**(919) 555-1959**

Ms Hudson

Technical Design Group Director

Casey Engineering System Inc.

81796 Gulick Road

Charlotte, NC 28235

March 12, 2010

Dear Mr. Hudson:

On June 12, I was interviewed by Mr, John Milton, your representative, for a place in the World Bank’s training program. Mr. Milton told me that I would be notified about my application by July 2. Although it is the middle of July, I have not received any response.

Since I must make certain decisions by August 1, could I please hear from you about my employment possibilities with World Bank?

I am, of course, eager to become an employee of World Bank and hope that I will receive a positive response.

Sincerely,

Jennet Morris

UNIT III: STEPS TO SUCCESS (practice section)

Unit Outline

* Introduction to business correspondence
* Section A
* A1. Crafting the covering letter
* A2. Crating the CV
* Section B. Dealing with job interviews
* Section C. Unit practice
	+ C1. Cover letters and resumes
	+ C2. Job interviews

Section C. Practice

C1. PRACTICE ON COVER LETTERS and THE RESUME

1. Read the letters in pages below and say whether they follow the guidelines for this type of document both in format and in content development. Say why.

***Daniel Patel***

***11099 Camille Drive, Apt. 4***

***Tempe. AZ 85287***

***Pateldan@tempnet.com***

Ms. Julie Anne Taylor

Personnel Department

Matrix Engines Ltd.

39 Mackes St

Great Yearmouth

Norfolk NR1 9RT

Nov. 3, 2009

Advertisement Ref: NE/ 132

Dear Ms. Taylor

I have recently moved into the Norfolk area, and am interested in fulfilling the position on offer as Marketing Manager, which was advertised in the *Engine International* on Wednesday Sep. 24.

As you will see from my enclosed resume, I have been employed in the marketing field for 2 years, and have been particularly involved with promotions and market research for the building industry. In addition, my work with Speedsure Ltd enabled me to take total responsibility for the successful advertising campaign that increased the percentage of market share by a third during last summer 2004 quarter’s balance.

I would have no problem about relocating in case traveling should be a condition.

The enclosed resume elaborates on the details of my skills and experience, and I am also including references at your disposal. I would appreciate your consideration for this position, and look forward to hearing from you in the near future.

Yours truly

Daniel Patel

Enclosures

***Phoebe Smith***

***11099 Camille Drive, Apt. 4***

***Tempe. AZ 85287***

***Phoebuff@tempnet.com***

Ms. Julie Anne Taylor

Art Director

Kaplan Group Inc.

39 Mackes Ave.

San Francisco, CA 94 112

Nov. 3, 2009

Dear Ms. Taylor,

We live in a world where style changes constantly and fresh images are always on demand. Professionals in every field, especially graphic design, must be aware of these changes and possess the flexibility and imagination to stay ahead of the trends.

I know the Kaplan Group seeks only the brightest designers for its team. I also know I have the training and ability it takes to produce compelling images for your web and print publications. My B.S. degree in graphic design and my internship experiences have taught me how to bring ideas to life on time and under budget.

The enclosed resume elaborates on the details of my skills and background, and the accompanying portfolio shows how I have turned ideas into reality.

I´d appreciate the chance to meet with you to discuss how I could be a vital part of your operation. You may reach me at the above telephone number or e-mail address.

Thanks for your consideration. I look forward to talking with you.

Sincerely

Phoebe Smith

Enc. 1

930 Highland Ave.

State College, PA 16802

February 10, 2010

Mr. Gerard Herbert

Human Resources Manager

Allen & Allen Inc.

1034 Collins Ave.

Philadelphia, PA. 19122

Dear Mr. Herbert:

I am applying for the position of client account coordinator, which was advertised Oct. 4 with the career services center at Penn State University. The position seems to fit perfectly my qualifications, experience and interests.

According to the advertisement, your position requires excellent communication skills, computer literacy, and a B.S. Degree in Business, Economics, or Finance. I will be graduating from Penn State University this month with a B.S. degree in finance. My studies have included courses in computer science, management information systems, speech communications, and business writing. I understand the position also requires a candidate who is a team—a detail-oriented— person, works well under pressure, and is able to deal with people in different departments within the firm. These are skills that I have developed both in my course work and in my recent internship at Hunter Finance Inc. in Boalsburg, Pa.

My background and goals also seem to match your requirements. I am confident that I can perform the job effectively, and I am excited about the idea of working for a dynamic, nationally recognized investment management firm.

If you would like to schedule an interview or otherwise discuss my interests in this position, please call me at……..….. I will be available at your convenience.

Thank you for your consideration

Sincerely

Amy Smith

Enc.

2. Fill up the gaps in the letters with an appropriate word/expression.

Av. De la Ilustración, 23

Madrid 28080

Spain

January 12, 2010

RTKI

The Staff Manager

23 Bedford Avenue

***London***

WC1B 3AX

Dear Mrs Cooper:

I………….like to………………for the…………………..of civil engineer……………………in November’s issue of Concrete International.

………………………from my resume, I have been…………………….for three different companies in the past, two of them were North American firms. I have………………that your company is now…………………..entry-level positions in Europe, and I would have no problem about……………………….., since at the moment, no personal circumstances would prevent

me……………doing so.

I strongly………………….that my experience, though not extensive, could prove beneficial, just as the know-how I could………………from this cooperation.

Please, ………………enclosed my resume, and do not……………………….to contact me at the phone numbers listed in the………………..….document. I am…………………..for interview any day after 1 December, and……..…….……to……………………an appointment any time upon acceptance of this letter.

Without any…………………….business to discuss.

I am……………………………………………………..

Yours……………………

J.K. Simpson

Enc.

*Bedford Mews*

*600 Beacon Street*

*Boston, MA 02142*

November 2, 2009

Morgan & Morgan, Inc.

Interior Design

12-6 Chestnut St.

Boston, MA 02267

Dear Sir or…………….:

I…………………………….to apply for a…………………in your firm……….interior designer.

……..you………..see in my………………..resume, I have a………………in interior design and………………..experience in this…………….

I have recently returned from Milan, …………..have lived and worked………five years, and I am now………………..to join a small team here in Boston. My work has ranged………the rehabilitation of downtown 19th century premises………the creation of new spaces based……….AutoCad simulations.

I………..be……….to take a part time……………until a…………..one becomes…………………..

Please, do not……………….to contact me for an interview in which I can show you a……………….of my work.

I………………………..

……………………….

J.K. Dixon (Mrs.)

Enc.

124 Catawba Street

Columbia, MO 66209

February 13, 2010

Personnel Manager

Pathmore Industries Inc.

1650 Sprindfield Avenue

ST. Louis, MO 65102

Dear Ms Arden,

I am………………..….in the position of Deputy Architect……………………..in the Pioneer of October 2004, and I would………………your………………..further details and an…………………..form.

I am currently……………………the end of a one-year contract with Bolney & Co., and have………………..experience and……………………..s, including a B.Sc. in Architecture and a M.Sc. in Industrial Design. All details can be………….in the………..….….resume. Please, do not hesitate to contact me, ………….need any clari……….………on any point.

Thanking you in…………………..

………………………

J.K. Dixon (Mrs)

3. Look for resume templates in the building construction industry (to be used

as reference), and start designing your resume based on the information

provided in the unit (to do this task downloading the Europass CV model can be useful).

4. Search for a specific job opening within your field of practice and write your

cover letter considering both the information in the unit and the details in your

resume.

C2. PRACTICE ON JOB INTERVIEWS

1. Below are lists of ‘typical’ interview points; read through the following FAQs

(Frequently Asked Questions) and prepare possible answers prior to sitting for

the mock interview.

MOCK INTERVIEW I

Fill a vacancy in a R&D lab in Brussels to develop and implement a new project.

Interviewer: Mr J. Cook/ Human Resources staff manager

It’s 5 pm/ Interview takes place in a multimedia lab

Resume received prior to interview date

QUESTIONS GROUP 1 FAQS:

1. Why do you wish for work for this company/ lab?

2. Which is your career goal?

3. Aside from these occupational goals, what other goals have you set up for yourself?

4. By the way, would like a cup of tea/coffee?

5. How do you plan to achieve those goals?

6. What do you really want to do in life?

7. How do you see yourself in five years time?

8. Which are the rewards you expect to get as a professional?

9. What do you consider a fair salary at this stage?

10. What do you expect to be earning in five years?

11. To what extent is money important for you?

12. Why did you take up your career path in the first place?

13. How would you describe yourself?

14. Which is your best quality as a person?

15. And your worst defect?

16. Which are your strong points as a professional?

17. Which are your weaknesses professionally speaking?

18. What motivates you?

QUESTIONS GROUP 2 FAQS:

1. Why should I hire you?

2. How do you assess success?

3. Which college subjects did you like best? Why?

4. Which college subjects did you like least? Why?

5. What would you change in your college curriculum?

6. Remember any lecturer at college in special? Why?

7. How would your professors describe you?

8. How do you cope with pressure?

9. What do you mean by “problem-solving person” when you say so in your resume?

10. Name on time in which you showed initiative?

11. What would you change if could live your life over again?

12. What have you learned about past mistakes?

13. How would you describe your career evolution?

QUESTIONS GROUP 3 FAQS:

1. How do you spend your spare time? Hobbies, affiliations?

2. What is your opinion about your previous employer?

3. What opinion do you think he/she may have about you?

4. Are you planning on furthering your education? Yes: explain; no: why?

5. Are you willing to relocate? And to travel?

6. Would you mind to spend 6 months as a trainee?

7. Which are your selection criteria when applying for a job?

8. Why do you feel you would make a good candidate for this position?

9. Have you got any questions, additional comments?

MOCK INTERVIEW II

Fill up a vacancy in an Engineering Commission for a new EU Project

Interviewer: Mrs J. Cooper/ Personnel Department

It’s 9 pm/ Interview takes place in an office

Resume received prior to interview date

QUESTIONS GROUP 1 FAQS:

1. Why do you want to take part in this project?

2. What kind of position have you got in mind?

3. Which is your career goal?

4. What are your short-term goals?

5. What do you really want to do in life?

6. How would you describe your ideal job?

7. Which are the rewards you expect to get as a professional?

8. What do you consider a fair salary at this stage?

9. What do you expect to be earning in five years?

10. To what extent is money important for you?

11. How would you describe yourself?

12. Which is your best quality as a person?

13. Do you think you have got what you deserve so far?

14. Which are your strong and weak points as a professional?

15. Which steps have you taken to address those weaknesses?

16. What motivates you?

17. How do you evaluate success?

18. By the way, would you care for a cigarette?

QUESTIONS GROUP 2 FAQS:

1. Why did you take up your career path in the first place?

2. How has your education prepared you for your career?

3. Which college subjects did you like best, and which least? Why?

4. Remember any lecturer at college in special? Why?

5. How would your professors describe you?

6. How do you work under pressure?

7. Do you consider yourself a “problem-solving person”?

8. Name on time in which you showed initiative?

9. Do you find it hard to make decisions?

10. Are you a good team-player?

11. What have you learned about past mistakes?

12. How would you describe your career evolution?

QUESTIONS GROUP 3 FAQS:

1. How do you spend your spare time? Hobbies, affiliations?

2. What was the reason for your quitting your previous job?

3. Are you planning on furthering your education? Yes: explain; no: why?

4. Are there any personal circumstances that might prevent you from

relocating, travelling or working full-time?

5. Would you mind to spend 6 months as a trainee?

6. Which are your selection criteria when applying for a job?

7. Why should we hire you?

8. Have you got any questions, additional comments?

**References**

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Jolly, David (1992). Writing Tasks. Cambridge University Press.

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Swales, J. & C. B. Freak (2001). *Academic Writing for Graduate Students*. The University of Michigan Press.

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http://[www.ultimatebusinessresource.com](http://www.ultimatebusinessresource.com)

Wilson, M. (1987). *Writing for Business*. Nelson Business English.

The Job Smart Resume Guide

http://www.jobsmart.org/tools/résumé/idex.htm

The Student Center

<http://www.studentcenter.com>