

Direct Approach or Target Letter to a Prospective Employer:

Mr Simon Lanstone
Managing Director
Blankwell Corporation Limited
1 Rockington Lane
Northwellington
Northants
NN7 2TA

12 Sandy Lane
Northampton
Northants
NN8 1QE

16 November 2011

Dear Mr Lanstone

With more than ten years experience in Sales and Marketing in the widget industry, I have successfully launched and promoted several profitable new products. I am writing to you concerning my interest in the Blankwell Corporation as I believe there are several areas in which I could help to strengthen your market share.

In brief, I am familiar with all aspects of international sales, establishing new channels, selection of agents, dealing with import/export regulations, as well as presenting at trade shows. In 2007, I recruited and trained six sales people in Europe, and the following year company sales increased by an astounding 67%. I also negotiated and appointed new distributors in Europe and expanded the company's customer base by more than 50%.

Your recently advertised expansion into Eastern Europe interests me as I feel my experience and language fluency could make an enormous difference to your sales team, and thus ensure the success of this expansion.

I would be grateful if you would take a brief call from me later this week to give me your reactions and perhaps arrange to discuss my ideas.

Yours sincerely

Sarah McDowall

Target letters like the one above have very particular rules to follow if they are going to work for you.

1. It must be addressed to a named person at sufficiently high level in the organization. I suggest you look for the name of the person who would be your bosses boss if you worked for them. This means a decision can be taken at high enough in the organization.
2. Give reasons for the contact based on your knowledge (i.e. research) of the company's business activities.
3. Align your skills and knowledge to specific issues that you consider they have based on your skills; outline benefits of input from you.
4. Keep it brief
5. Ask for a meeting to discuss the issues you've identified.
6. Think of this approach as submitting a proposal NOT a job application.
7. You must be prepared to follow up with a phone call to get a meeting arranged or at least have a preliminary discussion.