

123 Main Street
Reading, Pennsylvania 19604

January 1, 2012

Mr. Robert M. Jones
Manager of College Relations
XYZ Company
123 South Street
Reading, Pennsylvania 19604

EFFECTIVE BUSINESS LETTER

Dear Mr. Jones:

My experience in marketing has prompted me to respond to your vacancy for a marketing representative as listed with the Experiential Learning and Career Development Center at Albright College. The XYZ Company has an excellent reputation for product quality as noted in the recent issue of The Journal of Marketing and I wish to be affiliated with a company with such high standards.

To be successful in marketing one must first understand a potential customer's needs. To accomplish this one must have excellent interpersonal and active communication skills. My experiences as a volunteer promoting our student radio station to local advertisers can help attest to my capabilities to successfully market XYZ's products. As a member of the campus center board, I successfully promoted a number of campus events which resulted in a positive financial statement at the end of the year.

Written communication can only tell you so much about my motivation and qualifications. I look forward to the opportunity to discuss my background with you in greater detail. Thank you for your consideration.

Sincerely,

Alan Albright

Enclosure

Effective Business Correspondence

JG Myers



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