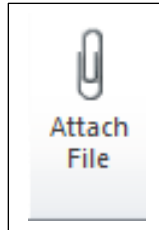


Standard Response to an Advert (Job Search)

Example 1 (formal email)

From: anyperson@anyco.com
 To: m.docherty@abccompany.com
 Subject: Vacancy Ref DT304



Mr M Docherty, W
 ABC Newspaper Classifieds Online

Dear Mr Docherty

Ref: D.T.304: General Manager, ABC Company

Your advertisement for the above position on the ABC Newspaper Classifieds website was of immediate interest to me.

I was particularly interested in your international strategy for production process development and working practices.

In the last 5 years, I have successfully devised and led key profit generating business operations for 2 global market leaders in Europe and Latin America. In my current general management role – as Business Manager for consumer services based in Portugal, I have in only 2 years, from scratch:-

- Secured Number One Market Lead status for innovation and prestige against 10 other top financial service operations;
- Gained top 4 recognition – out of 32 banks, for the asset business;
- Created a franchise contributing £/€ 50 million sales and £/€ 27million assets and a 60,000 customer base accelerating at 4,000 a month.

In my previous roles, running teams of up to 300+ operating across Latin America, I restructured the multi-geographical operations, downsizing the workforce by 30%, and launched a successful new business activity in Mexico despite a hostile economic condition.

I am now seeking a new challenge in a country/regional manager capacity with a prominent, fast-growth quality consumer business like your own. I speak 4 languages, have an MBA from XX University and keen to relocate to any suitable location internationally.

I would very much welcome the opportunity of a meeting with you to discuss this position.

Yours sincerely

John Guntrip
 CV Attached

Example 2 (Letter)

DATE

PRIVATE & CONFIDENTIAL

Mr M. Brown
 Chief Executive
 XYZ Company Ltd.
 NNN Road
 Anotherplace
 ZZZ ZZZ

Dear Mr Brown,

OPERATIONS DIRECTOR Ref 3436

The cosmetic surgery and weight loss sector has been through massive growth over the last five years and is now a £/€ 1Bn market. Such growth has clearly created major opportunities for your Company with the opening of your flagship clinic in London, agreement with ABC and the recent launch of XYZ's new branding. I am therefore very excited about the role recently advertised on the Internet to help drive forward your expansion plans across the UK and Ireland.

I have worked for two multinational companies with premium brands and have significant experience running regional and national multi-site businesses units with P&L responsibility. I understand the importance of putting the customer first through sound strategies and building engaged teams that deliver quality results.

Please find attached my CV. I believe I am well matched to your requirements and would particularly like to highlight the following points:

- Previously responsible for ABC's retail operation in the South-East with turnover of £/€600m and 127 sites
- Led NNN's operations in the North West, with over 30 locations and 300 staff, to become the most profitable region
- Created a £/€ 20M Division from scratch in 3 years, developing a strategy and then building a team, as part of ZZZ's leading global dealer. Division had the highest engagement score in the last financial year

I will call you in a few days as I would very much appreciate the opportunity to discuss the role and the career prospects at XYZ.

Yours sincerely,

Enclosed: CV

These example letters are intended for use as a guide to content, expression and layout. It is vital that your own letter/email reflects YOU and contains YOUR words, YOUR selling points and targets the job or work YOU are after. Analyse the strengths and merits of each example, to help you develop your own strong style.