Broadcast Letter Sample

The Letter

The Broadcast Letter should be one page and straight to the point.

1) Address the letter directly to the President. If you have the time call to confirm that same President is still there and you have the correct spelling.

2) First paragraph: you are applying for the possibility of a job opening. You want to address a problem that you can solve.

3) Second Paragraph: Show some of your accomplishments in bullet format. Make sure they are “generic’, not industry specific.

4) Third Paragraph: Introduce your educational background or additional skills that would be beneficial or relevant.

5) Closing paragraph: Tell the reader that would look forward opportunity to meet at their convenience, and discuss any possibilities.

6) Thank the reader for the appreciation of their time and consideration. (if you have the space)

7) If you think you can keep the commitment, you can also say that you will call them to follow up and answer any questions for them. You list the time period, but you must be able to follow up to do what you say you will do.

If you can keep this letter to one page, it will be easier for the reader. It will easier for them to find you phone number. The phone number will encourage them to interact with you the live person, which is always the best way. (Try some letters with phone and email; see which works best for you in terms of people responding back.)

On the sample I was not able to fit in the “Thank you” in order to keep the letter on one page.
Dear Peter,

In this current economy it is challenging for organizations to gain significant sales increases over last year’s sales. As a National Account Manager I have been involved in increasing my organization’s sales in my area by 19%.

I have highlighted some of my accomplishment for you, in the event that your organizations is looking for a hard driving, hands on sales executive with a proven track record.

Here are some of my accomplishments:

- Increased gross margins by 13% in one year.
- Turned around segment of business from 24% unit share to 30% in two years.
- Implemented the use of P&L management tools on an account by account basis.
- Helped introduce a customized program for one of my national accounts, resulting in additional sales in the first year.

I am a graduate of Boston College, with a B.S. in Marketing. In addition I have a MBA from Kellogg School of Graduate School of Management.

I have little doubt that if give the opportunity to work for a company similar to yours, that I can make an immediate and substantial impact in the sales area for your company. I will plan to contact you next week if I do not hear from you first. Please feel free to contact me regarding further details of my professional experience. I can be reached at (123) 567-8910.

Sincerely,

Eleanor Anne Sweet