

CAREER CYBERGUIDE

Cover Letter Sample

May 15, 2003

Ms. Tang,
Sales Manager,
National Foods Inc.
123 Anystreet
Toronto, Ont.
M2M 1S1

Dear Ms. Tang,

After speaking with you last Thursday, I am convinced that National Foods' commitment to extraordinary customer service and my own proven history of exceeding customer expectations are a convincing match.

Throughout my five years experience in the retail sector, I have prided myself in providing **customer centred service** by carefully listening for what customers are really requesting and ensuring my scope of **product knowledge** would enable me to confidently and accurately meet their expectations for **competent** service.

My commitment to exceptional customer service was demonstrated when I was approached by a teacher for suggestions on books appropriate for her grade three students. I was happy to make several great suggestions based on our surveys of Teacher Best Picks. I had a class set delivered to her school by the end of the week by personally calling every store in the GTA and having extra stock sent to our location. She said she had never experienced such a high quality of service in her years teaching. Since then, we have had four more orders from teachers at the same school!

Three times I have been awarded recognition for outstanding customer care and in my most recent position have been selected to design a customer service training workshop for all new staff.

I look forward to discussing my approach to customer service more fully with you in an interview. I am easily reached after 5:00 p.m. at 416-555-2222.

Thank you,

Josephine Woo