

# COMPARISON COVER LETTERS

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Comparison cover letters are slightly different from the traditional style. You should be strategic about which style to use – the easiest choice may not always be the best choice. The comparison style may be beneficial for:

- Applications to extremely large companies where cover letters are only skimmed due to the large number of applicants
- Job roles that have very little written communication (ex: accounting, technology, clinical health)
- Companies or personnel that are typically concise and presentation-oriented (ex: legal)

## **Tips and advice**

- The header should match what is on your resume
- Using the hiring manager's name if possible. If you are unable to find it, "Dear Recruiter" or "Dear Hiring Manager" is acceptable.
- Match your skills with highlights from the job posting. Make it easy for recruiters to see you are a match.
- Candidates who have all requirements and preferred skills clearly labeled and achievable in the job description will be more likely to receive an interview request.

See the following page for an example of a comparison cover letter.

**Auggie Eagle**  
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January 1, 2022

Dear Hiring Manger,

I am a business professional with seven years of experience working in sales and customer services. I would love to have the opportunity to put my knowledge to use at Two Rivers Water & Power as a customer service representative.

I have an excellent work ethic, and I am a loyal employee who always reports early for work and thrives on opportunities that allow me to go above and beyond what is required of me. I am excited to bring the following qualifications and experience to your position.

**Job Requirements**

Experience in a customer service or technical environment

Four-year college degree

Require Microsoft Word, Excel, and Outlook knowledge

Ability to work with people in a variety of situations and demonstrates good problem-solving skills

**My Qualifications**

Seven years of customer services experience, which includes five years specifically in contributing to individual sales to increase company revenue

Full-time student pursuing a BBA in marketing, expected graduation April 2023

Extensive use of Microsoft Suite (Word, Excel, Outlook, and Powerpoint, with experience in data entry

Quickly, politely, and professionally managed multiple customer service and sales requests in a fast-paced environment

My experience has included a complete range of services in sales, data entry, purchasing (handling purchase orders) and customer service. I am confident that my background will prove to be an asset to your team, and I greatly want to meet with you so we can discuss the position and my qualifications in detail. I look forward to hearing from you soon.

Sincerely,

Auggie Eagle

\*Adapted from resource created by Davenport University\*