Group members: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Choosing an Employee: Cover Letters and Resumes**

**Directions:** Pretend that you and your group members are working together to hire a ***customer******service representative*** for the bank that you own. Read through the three potential job candidate’s cover letters & resumes and discuss which candidate you would hire and why. After reading the three cover letters, your group will need to hire one of the candidates and explain why you hired them as well as why you did not hire the other candidates. Fill in this worksheet as you are reading the different cover letters.

\*\* Keep in mind the job that is being applied for and what you are looking for as a company.   
\*\* Use examples of sentences from the cover letters and resumes to justify your answers!

1. **The person we have decided to hire is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. The reason we chose this job candidate is because:** 
   1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
   2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
   3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. **The reason we decided not to hire \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_is because:**
   1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
   2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. **The reason we decided not to hire \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ is because:**
   1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
   2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***Cindy Johns   
653 Mockingbird Lane Columbus, Ohio 43103 (555)-123-4567***

Bill Reuter   
576 Lakeside Drive   
Columbus, Ohio 43103   
(555)-543-0193  
breuter@gmail.com

November 9, 2011  
  
Dear Mr. Reuter,

In today's customer service oriented society, timely, friendly, proactive service is sought to enhance future business growth. Customer loyalty is always impacted when you employ the right service professional to represent you when assisting your valued customers. I am writing this letter in order to express my interest in becoming a customer-service representative at your bank.

My long term experience in the service industry has taught me how to meet and exceed each customer's expectations with service that sells. I have assisted all types of customers in various types of settings. I realize that acquiring and maintaining loyal repeat business as well as spreading the word of your business through these loyal patrons is of the utmost importance in every company. Positioning a company for better exposure and greater marketability is a task that I have performed with success many times.

I am an excellent trainer who achieves ongoing success with her teams by building morale, maintaining teams' self-confidence and training them to build the sale by improving their people skills.

It would be a pleasure to interview with you and I look forward to hearing from you soon.

Very Sincerely,

Cindy Johns

***John Doe  
267 Country Lake Drive Columbus, Ohio 43103 (555)-542-9103***

Bill Reuter   
576 Lakeside Drive   
Columbus, Ohio 43103   
(555)-543-0193  
breuter@gmail.com

Dear Hiring Manager,

I am writing in response to your Elm Street News advertisement for a bank customer-service representative. It’s twice as hard to attract a new customer as it is to maintain an existing one. Unfortunately, many businesses often overlook this fact.

Delivering high-quality, responsive service is vital in banking, and that’s exactly what I’ll deliver when you hire me.

As my resume indicates, I have worked in financial services for more than three years, so you won’t have to go to great expense training me.

In addition, I have learned how to deal with a wide variety of people, from the pleasant customer to the irate. In every case, I assess their needs and how the bank can address them most effectively. The vast majority of my customers have walked away content. More importantly, they have returned to do business with us again.

If you’re looking for an experienced professional to provide superior service and to promote customer satisfaction, you’ve found one—I’m your man.

I hope you’ll give me a call at (555) 555-0199 so that we can meet. Thank you for this opportunity to discuss my qualifications.

Sincerely,

John Doe

***Ben Thompson  
302 Mary Street Columbus, Ohio 43103 (555)-326-0194***

Bill Reuter   
576 Lakeside Drive   
Columbus, Ohio 43103   
(555)-543-0193  
breuter@gmail.com

Dear Mr. Bill Reuter,

I am writing in response to the position of Customer Service Representative at your bank, advertised as being open with your company at this time. I am a highly capable and accomplished administrative professional with more than 12 years of experience in customer service and support. My background, as well as my ability to learn quickly and apply knowledge effectively, would enable me to play a valuable role with your company.

My knowledge of ordering, purchasing, and distribution, together with my ability to work independently and efficiently, make me a perfect choice for a customer service or support position. My telephone and personal communication skills are outstanding, and I am familiar with data entry, order processing and tracking, product support, and inventory control. I have a well-deserved reputation for resolving problems accurately and efficiently, which, together with my ability to coordinate multiple projects in fast-paced environments, has resulted in my growth in my present position and to my employers placing a significant degree of trust in me.

My business skills, desire for detail, and general aptitude have all served to help make me an above-average administrator. My approach to my work goes beyond my job description, as I am always looking for ways to improve efficiency and reduce costs. In addition, I am recognized for my ability to communicate with clients, customers, and management.

Finally, my stable work history attests to the loyalty I demonstrate to my employers.

The accompanying resume should serve to give you an idea not only of my past achievements but of my potential for making a significant contribution to your company.

I will call you next week to inquire about the possibility of a meeting.

Sincerely yours,  
Ben Thompson

302 Mary Street Columbus, Ohio 43103  
Phone: (555)-326-0194 E-mail: bthompson@gmail.com  
**Ben Thompson**

**OBJECTIVE :**  
Seeking a position in Customer Service where my extensive experience will be further developed and utilized.  
  
**EXPERIENCE :**

* **Cambridge Telecommunications**, Cambridge, MA  
   2007 - Present  
   **Customer Service Manager**
* Responsible for the supervision of a staff of twenty-eight people within the customer service department.
* Responsible for the [recruitment](http://www.bestsampleresume.com/sample-customer-service-resume/sample-customer-service-resume-1.html) and training of customer service representatives.
* Managed the needs/requirements of high revenue commercial accounts through extensive follow-up procedures.
* Successful account retention record of 98%.
* Performed market research surveys amongst client base to seek feedback on sales techniques, follow-up methods and quality of after sales service.
* Improving customer service based on client feedback through the development of new policies and procedures. Successfully handled all public relations issues.
* **Braintree Digital Inc.**, Boston, MA  
  1996 –-1999  
  **Customer Service Representative**
* Provided support to the sales team, ensuring all sales and service objectives were met.
* Responsible for customer service in the digital equipment division, duties included answering customer queries, problem solving and providing detailed information on new products.
* Worked with new customers in the development of new accounts and the implementation of new systems.
* Assisted in the development of new policies and procedures.
* Assisted in the [training](http://www.bestsampleresume.com/sample-customer-service-resume/sample-customer-service-resume-1.html) of new customer service representatives and associates.
* Performed market research surveys on customer needs and requirements.
* Prepared weekly sales reports for the sales team and sales [management](http://www.bestsampleresume.com/sample-customer-service-resume/sample-customer-service-resume-1.html).
* Generated repeat business through successful client follow-up.

**EDUCATION :**

* Boston College, Boston, MA 2003-2007  
  **BS in Sales And Marketing**
* Magnolia High School: High School Diploma

**COMPUTER SKILLS:**

* Microsoft Word, Excel, Access, PowerPoint, Outlook Express.
* Microsoft Windows XP and Microsoft Office

257 Country Lake Drive Columbus, Ohio 43103

Phone: (555)-542-9103 E-mail: jdoe@gmail.com  
**John Doe**

**Objective:**

* Looking for a [career](http://www.bestsampleresume.com/sample-customer-service-resume/sample-customer-service-resume-3.html) position where professional experience and expertise will be regarded as a wealth of an organization.
* Seeking for a position in Hospitality industry where there will be enough scope to demonstrate ones ability.
* Looking for a career position in IT industry where there will be a scope to work with a young and vibrant team.

**Experience:**

* Working as a Team leader in Ohio Telecommunications since December 2007. Providing solution to complicated problems and keeping up the quality level are the responsibilities of this work.
* Two years experience as a customer care executive in Virgin Telecommunication. Work involved talking calls from diverse customers and providing instant solutions.
* One and a half year work experience as a Public relation officer in Quickheal health care. Work involved dealing with the patients, maintaining a proper discipline and supervising.
* Six month experience in Supercomputer Technologies Inc. as a customer service representative. Work involved maintaining market survey depending upon customer demand, formulating sales report for sales team and developing fresh strategies for accelerating the sales of the company.

**Qualification gained:**

* BA in Sales and [Marketing](http://www.bestsampleresume.com/sample-customer-service-resume/sample-customer-service-resume-3.html) with 73% in 1994 from Dollymount High [School](http://www.bestsampleresume.com/sample-customer-service-resume/sample-customer-service-resume-3.html), San Francisco.
* Advance Diploma in Computer ApplicationFirst Class1993 Computech Education center, Texas.

**Qualification pursuing:**

* Diploma in public relation Pursuing it through distance education. This will be completed within the middle of June, 2008.

**Computer Literacy:**

* Well versed in MS office that includes MS word, MS excel, Power Point, Outlook express and MS access etc.
* Well versed in internet operation.

**Strengths:**

* Hardworking
* Enthusiastic
* Can perform under pressure
* Can execute a task within a short time.
* Fast learner.

**Weakness:**

* Compromising with working hours for generating desired result.

**Achievements:**

* Consistent performance despite facing odd situations.
* Garnered valuable knowledge at every stage of professional life.

**Goal:**

* Become an asset of a company.
* Deliver better quality.

**653 Mockingbird Lane Columbus, Ohio 43103  
Phone: (555)-123-4567 E-mail: cjohns@gmail.com  
Cindy Johns**

**Objective:** To obtain a job as a customer service representative and use the skills and experiences that I have acquired to ensure repeat business. **Experience**

* **Customer Services Specialist**  
  **Brand Buys,** Saratoga Springs, NY   
  *May 2006 - Present*
  + Assist customers with returns, purchasing store protection plans and service packages.
  + Scheduling in-home services via online interface.
  + Answer telephone inquiries from customers and stores regarding the status of units and other service issues.
  + Assist with new employee training including store policies, services, financing options and register operations.
* **Customer Service Assistant**  
  **Saratoga Springs City Hall**, Saratoga Springs, NY  
  *September 2003- May 2006*
  + Assist clientele as they enter office and via phone.
  + Perform filing, data management, drafting and editing short office memos.
  + Assist with all other office administrative duties.
* **Office Assistant**  
  **Skidmire College**, Saratoga Springs, NY  
  *September 2002- May 2004*
  + Inputting data, office errands, internship and alumni updates.
  + Scheduling appointments and assisting students register and find information.

**Education**

**Hunter University**   
*Graduation: May 200*2

GPA: 3.7/4.0  
Bachelor of Arts in Communications, department honors  
  
**Skills and Abilities**

* Mastery of Microsoft Office programs (Word, Excel, PowerPoint, Acess)
* Experience with maintaining office budget
* Ability to work with several operating systems, including Windows, Mac OSX and Linux