
SAMPLE OF ENC 3250 REVISED ASSIGNMENT 3 (FROM FALL 2007 SEMESTER) (use this as guideline for your revision)

[student name withheld], your documents show effective thinking about your objectives in such job-hunting communications, but I would like you to strengthen your pitch in the revision. Make changes that require very few words but can produce a big impact on the reader. A few telling details can grab the reader's attention. You need to realize that you will probably be just another "good" candidate in a field of many "good" candidates. What will it take for you to move from "good" to "outstanding"? That is what you need to focus on. (You were smart to choose the "markup" option!) Grade = [confidential] / TR, 29 Oct 07

[student name withheld]
ENC 3250 – Mr. Roberts
Assignment 3 – October 28, 2007

Job Announcement

Product Sales Champion

Works in cooperation with Inside Sales, Field Sales, Product Marketing and Business Partner sales representatives and management. Serves as Tech Data's expert on the Business Partner's product line. Has responsibility for driving Business Partner revenue at Tech Data, uncovering and closing opportunities for Business Partner's products. Develops and builds a strong relationship with the Business Partner and Tech Data's Field Sales team. Oversees capturing marketshare/mindshare for the Business Partner and Tech Data, educating sales force and customers on the Business Partner's technology/products and building and maintaining relationships with Business Partner field sales organization. Enhances Business Partner satisfaction.

Source: <http://www.jobing.com>, Tech Data Corporation, Requisition ID: 7556

[Student Name Withheld]
xxxx 4th St N. #xxx · St. Petersburg, FL 33716
727-xxx-4808 · abc123@aol.com

October 28, 2007

Toby McDuffie, Director of Software Licensing
Tech Data Corporation
c/o Jobing.com
Online Application

Reference: Tech Data Corporation, Requisition ID: 7556 (www.jobing.com)

Dear Ms. McDuffie,; <= use colon, not comma, for business letter

I am writing to you in regards to the opening position in your software department as a Product Sales Champion and feel as if WEAK! I am highly qualified for this position. I will be graduating from the University of South Florida in December 2007 with a B.S. in Management Information Systems. I have taken a lot of <= too informal (see USAGE TIPS) classes on how to build relationships with customers and also computer classes on how to build successful databases. <= rewrite your opening so the reader will want to contact you immediately; nothing you have said here makes you stand out as a great candidate; what have you actually DONE? College courses are OK but they are not as strong as actual experience.

I am writing to you in regard to the opening position as a Product Sales Champion. Because I have tremendous experience in the department as a Software Licensing Specialist, I am well qualified for the position. I will be graduating from the University of South Florida in December 2007 with a B.S. in Management Information Systems. I have year's worth of experience using the ordering system and also speaking with resellers over the phone placing orders.

I feel as if I am well qualified for the position of Product Sales Champion because of my skills and experience in:

- Developing relationships with customers for **two years to help generate more sales**
- Communicating to all management; **Vice President in software licensing, Directors, Marketing Managers, Software Licensing Supervisor**
- **Over \$200,000 in sales and volume record keeping weekly**

- Point of sale contact for over 50 customers a day <= effective detail; apply this to the other three items (dollars of sales, specific managers by title, developing relationships over what period of time and for what reason?)

I would like the opportunity to interview for this position so please contact me at (727)641-4808 so we can meet at a suitable time arrange time for an interview..

Please contact me at (727) 641-4808 so we can arrange time for an interview.

Sincerely,

[student name withheld]

Enclosure: Professional Resume

[Student Name Withheld]
 xxxx 4th St N. #xxx · St. Petersburg, FL 33716
 727-xxx-4808 · abc123@aol.com

RELEVANT WORK EXPERIENCE <= delete the colon; use rule, not underscore, across the page

Tech Data Corporation- IT Distributor, Clearwater, FL

Software Licensing Specialist

June 2006 – Present

- Computer and machine operation – **software programs, office supplies** <= specifics?
- Excellent customer service skills
- Assisted over fifty customers with software licensing questions
- Elected to be in charge of Software Licensing Department e-mail box
- Handled tracking information for major software vendors
- Elected to work on Autodesk software licensing team
- Received the “Team Work” Award in Q2 FY2007

Sam’s Club – Wholesale, Clearwater, FL

Photo Lab Technician

October 2004 – May 2006

- Point of sale contact for over fifty customers a day
- Excellent customer service skills
- Skilled in **analytical analysis** ??? change to “sales analysis”
- Sales and volume record keeping
- Computer and machine operation – **register, film processor, photo printers** <= specifics?

Eckerd Corporation - Drug Store, Clearwater, FL

Photo Lab Technician/Assistant Manager

June 2002- October 2004

- Point of sale contact for photo customers
- Cheerfully resolved customer problems **by calming them down and listening to their complaints and taking necessary action** <= specifics?
- Sales and volume record keeping
- Maintenance and reconciliation of cash drawers
- Analytical analysis for customers and department
- Photo department ordering and reporting
- Computer and machine operation – **film processor, register, photo printer, inventory ordering program** <= specifics?

EDUCATION:

Present, August 2006 to Present <= use specific date, such as Aug 2006 to Present University of South Florida, Tampa, FL

Bachelor of Science: Management Information Systems expected in January 2008(expected in _____ month year)

July 2006, St. Petersburg College, St. Petersburg, FL

Associate of Art: Business Management <= it’s called “Associate of Arts” or just A.A.

Can you mention any awards or evidence of leadership in your college work? The mere listing of degrees looks very sparse. I do not have any awards or evidence of leadership in my college work at this time.

Date of resume: 28 October 2007

THIS DIALOG WILL BE DISPLAYED WHEN YOU CLICK ON FORMAT MENU => BORDERS AND SHADING

