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Cover letter

Making it count

A cover letter is a 1-page introduction of your resume that has the ultimate goal of helping you get the first interview from a job opportunity. It reflects your personality, communication skills, enthusiasm and offers a short summary of your experience and capabilities.

Name, title and address

Before sending in your resume, be sure to find out the details of the employer such as name, designation and address accordingly. Remember to include your name, date and contact details.

The opening

The opening sentence of the cover letter should state the job position you are applying for, the source and the date of the job posting. Subsequently, briefly indicate your interest, career objective or goal and mention briefly your qualifications.

The sales pitch

Let the employer know what you bring to the table. Highlight the extent to which your qualifications, skills and experiences match the requirements of the job. Link relevant experience and skills gained from your education, past job experiences, industrial attachments, projects or voluntary work to how these will allow you to make an impact. Mention your interest in the organisation and reasons for applying for that position. Focus on how you can contribute and not on what you want. Outline any further points in your favour which is related to the job such as your knowledge of the company and industry.

The closing

The closing statement should consist of a request for further action. State your availability for an interview and thank the person for his/her time and consideration. Remember to end the letter with "Yours sincerely" or "Yours truly" and indicate your name.