

Post Mail-Out Campaign Follow-Up Letters

The power of letters is significant. Often letters are THE determining factor when it comes to hiring or reconsidering a potential employee. Consider for a moment the hiring and interview process. The HR director or manager may receive hundreds of applications and, after filtering out the weakest contenders, may interview twenty individuals. By the end of several days, it is not uncommon for the names to begin to mesh into a large glob of "I cannot recall." Sending a hard copy letter allows the contact to recall your unique and considerable assets.

The letter campaign should not stop after one mailing. If you do not receive a response to your first mailing, mail again. The structure of your second mailing does change a bit and should be tailored to meet the needs of the company and your background. Research the company and qualifications; re-introduce yourself in a professional manner. Remember, the letter you send represents your character, work ethic, attitude, interests, and value. Do not waste this opportunity with a poorly constructed letter. Two samples of post initial mailing letters follow.

Version 1:

Name (Yours)
(contact information)

Date:

<<Contact_Name>>
<<Contact_Title>>

Dear <<Salutation>> <<Last_Name>>,

As a quick follow-up to my earlier correspondence, I wanted to remind you of how confident I am that my skills in account management will benefit you company.

I remain interested in working for your organization and am positive my expertise will generate profitable results. This includes technical sales/service, training/development, strategic planning, product/project management systems installation, customer relations research/development, relationship management, troubleshooting and product development.

An example of my abilities is demonstrated in growing sales 33% while reducing waste stream 80% by implementing cross-departmental processes to develop a management team pinpointing problems and enhancing customer satisfaction. I will contact you soon to discuss additional details about my experience. Thank you again for your time.

Sincerely,

(Signature)

Your Name

Version 2:

Name (Yours)
(contact information)

Date

Company contact information

Dear <<Salutation>> <<Last _Name>>,

Recently, I sent a letter expressing my interest with your company. I am eager to contribute in a position as a director of operations. Offering over ten years of experience innovating process improvements, increasing productivity, and boosting sales, I guarantee immediate benefits.

Confident I will be a strong asset, I welcome an opportunity to meet. Exhibiting my talents, I enhanced operational procedures within a call center, conducting needs analysis and establishing new polices and procedures to decrease workload 50%. In addition, I spearheaded a customer-driven focus, achieving 100% satisfaction.

Employing leadership skills and results-oriented approach, I deliver profitable results and efficient operations. I appreciate a chance to meet and look forward to hearing from you. Thank you for your time and consideration.

Sincerely,

(Signature)

Your Name