

10 Cover Letter Tips from Telecom HR Professionals

1. Don't send correspondence "To Whom It May Concern." Find out who will review your cover letter and resume and send it to them directly.
2. Tailor your cover letter to the company and the job you're after. Generic doesn't work and won't catch a recruiter's eye.
3. Figure out how the position you're applying to can solve a problem. Then match your letter to those requirements. As an example: The company might need specific expertise or experience or they may need to improve their customer satisfaction metrics. How can you help?
4. List the specific job requirements and your matching qualifications in side-by-side columns so that the HR person can quickly see that you have what this job takes.
5. Sell yourself as the solution:
 - Describe the benefits of hiring you.
 - Explain how you're qualified to solve the problem.
 - Include your years of experience relative to the position and your most recent job in the field.
 - Be confident, factual, and positive.
6. Talk about what you can do, not what you've done. A recruiter can see your resume for more detail on your experience, education, and accomplishments.
7. Keep it short and simple. Use bullet points whenever possible. And never go over one page in length.
8. Ask for an interview.
9. Sign the letter and make sure to proofread.
10. DON'T CALL or send duplicate resumes. Trying to circumvent the hiring process won't gain you any points. It may actually give recruiters a reason to disqualify you.