

**Sample 4: Prospecting Letter
(Block Format)**

22 French Terrace
Yonkers, NY 10704
January 15, 2003

Mr. Timothy T. Mellon
Director of College Relations
Midwest Mercantile Company
4500 Randolph Drive
Chicago, IL 60601

Dear Mr. Mellon:

I read your company's description in the CPA Annual and would like to inquire about employment opportunities in your management-training program. I want to work in retail management and would like to relocate to the Chicago area after graduation.

I will receive my BS degree this May. My interest in business started in Junior Achievement while in high school and developed further through a variety of sales and retail positions during college. When I researched the top retailers in Chicago, Midwest Mercantile emerged as having a strong market position, an excellent training program, and a reputation for excellent customer service. In short, you provide the kind of professional retail environment I seek.

My resume is enclosed for your consideration. My education and experience match the qualifications you seek in your management trainees, but they do not tell the whole story. I know from customer and supervisor feedback that I have the interpersonal skills and motivation needed to build a successful career in retail management. And my relatively extensive experience gives me the confidence in my career direction and in my abilities to perform competently.

I know how busy you must be during this time of year, but I would appreciate a few minutes of your time. I will call you during the week of January 22 to discuss employment possibilities. In the meantime, if you need to contact me, my number is 914-779-2324. Please leave a message if I am not in, and I'll return your call the next day.

Thank you very much for considering my request. I look forward to talking with you.

Sincerely,

(Written signature)

Craig S. Watson

Enclosure