

John Doe

1234 ROCKHILL ROAD, KANSAS CITY, MISSOURI 64110/ (816) 123-4567/ JOHNDOE@HOTMAIL.COM

Date

Company A
Kansas City, MO 64117

RE: Professional Services Consultant Position

I am writing to apply for the Professional Services Consultant position with Company A, which I saw on the company web site. Not only is your Company a recognized leader in the medical industry, but it also has an impeccable reputation as an innovative technology leader around the world.

I meet all of the qualifications for the position; however, I believe that my demonstrated success in client management, professional communications, and leadership make me uniquely qualified and ready to succeed in the Professional Services Consultant position.

I am especially interested in working for Company A because of your client commitment. Currently, I am working at four part-time positions which are all customer facing. Not only does this schedule require a great deal of organization and planning on my part, it also requires that I maintain a professional and positive attitude when dealing with clients and customers in a wide variety of roles. I understand that as a consultant at Cerner, I will find myself in different client settings, dealing with different business and technical issues and my history demonstrates that I will be able to adapt and be successful.

In my experience, I have found that effective communication skills are necessary in building professional relationships. Whether producing a marketing packet for potential clients, offering interesting and engaging information to fans on a stadium tour, or writing articles for the Missouri Quarter Horse Youth Association, I have developed excellent writing and speaking skills.

Finally, I believe my leadership training and skills will enable me to be an excellent face of Company A to its clients. Key to my leadership style is curiosity, collaboration and communication. Company A's commitment to training through the Academy Training Program will be valuable for me to rapidly learn about the company's products and services so I can feel comfortable working with clients to lead them through the implementation process.

I would like the opportunity to discuss with you in person my background, qualifications, and how I believe I can make a significant contribution to Company A. I will call you within the next 10 days to discuss when such a meeting would be possible. In the meantime, feel free to contact me at (816) 853-6362, or my email at johndoe@hotmail.com if you have any questions. Thank you for your consideration.

Sincerely,

John Doe

Jill Applicant

12 West 34nd Street, Kansas City, MO 64112 • 123-456-7890 • jillapplicant@gmail.com

Date

Company A
1234 Smith Ave
Overland Park, KS

Re: Product Manager III

I am pleased to submit my application I am for the Product Manager position with Company A which was advertised on your web site. With X number of years in product management, sales, and strategy development, this role sounds like an exciting opportunity and a great fit for my experience and skill set. I have over X years of experience working in product management, sales, and strategy development, and for the past two years I have been pursuing my MBA degree with the University of Missouri – Kansas City Bloch School of Management. My coursework has focused on product development, entrepreneurship, and marketing.

I have extensive experience in product and program management in a variety of industries ranging from developing new course and program offerings at a major university, identifying and developing private label opportunities for a medical products company, and collaborating with partners to develop new software products to be co-marketed. While the products and markets have varied widely, at their core, each initiative had to address the same basic questions of: Is there a market need for this product? Can we produce this in a manner that is respected and generates excitement with our target audience? How can we be successful/make money/grow our market share?

I started my career in sales, and later moved into instructional design. I joined my first company in hopes of becoming an engineer, though within six months of being hired to do user support, I started to take on product management responsibilities, and in another six months I was managing all of customer success and product for the organization. I have since advocated for a reorganization that lets me focus entirely on product management, and I know that's where I want to take my career.

I believe my biggest strength as a product manager is my ability to build trust with and among my colleagues. The engineers know that I respect their limits as humans and won't ask them to do something impossible, and our sales team and leadership know I'll do everything I can to deliver the right things in a timely fashion. Building this trust takes time, but I find being transparent about my processes speeds this up. I work with an engineer who doesn't want to be involved in every business planning meeting, but he does like to know how his work is achieving business goals— so I make sure to include that information when writing up specs and user stories. Similarly, one of my colleagues on the sales team doesn't mind waiting a bit longer for a feature if he has a compelling story to tell his customers about our standards-based and accessibility-minded approach to building it, so I help him come up with talking points.

My career in product management has provided me with a strong basis in understanding customer needs and meeting measurable goals. When I transitioned to strategic marketing roles, I developed my skills at analyzing innovation opportunities, markets, and business models. In my most current role, I have had the opportunity to research innovation methodologies and create programs to train our next generation of innovation leaders.

I am truly excited by this position. Not only would it enable me to utilize my research in innovation management and methodology but also my corporate experience in product development, strategic marketing, and sales and direct customer interaction.

I am very interested in meeting with you to discuss this position in greater detail and I am available to meet with you at your convenience.

Regards,

Jill Applicant