The opening paragraph addresses the question *why them*. Describe how you found the position and what you are applying for. If someone referred you, this is the place to mention their name. Highlight why you are applying to this company, and specifically why you are interested in them. You can introduce yourself in this paragraph or the next. End the paragraph with your thesis sentence: this is the top two or three reasons you’re interested or qualified for the position.

Here is your chance to expand on your thesis sentence, with concrete examples demonstrating your skills and experience. Highlight your knowledge of the company indicating how your experiences will fit with their needs. Address any specific qualifications in the job description. The middle paragraphs answer the question *why you*. Review the job posting to incorporate the industry language and action verbs in the description.

This can be a simple paragraph, reiterating your interest in the position and thanking the employer for taking the time to read your cover letter. Be sure to indicate how or when the employer can reach you.

Incorporate appropriate industry language and action verbs into your cover letter to demonstrate the right fit between you and the company.
Sales Summer Internship, WhiteWave Foods
The Sales Intern at WhiteWave Foods, will focus on learning retail management in the food and consumer packaged goods (CPG) industry. This includes merchandising, assortment, pricing, and shelving of all WhiteWave products, as well as driving results through our broker partner. Additionally, the intern will gain exposure to inside sales support functions through special projects in trade management, category management, or processes and systems.

SPECIFIC DUTIES
Retail Management (60%)
- Merchandising Assortment (Close all VOIDS in both Dairy and grocery; speed to shelf on new and Holiday items)
- Pricing (Conduct pricing audits each week; communicate price gap issues)
- Shelving (Schematic compliance in every set; execute brand shelving objectives at store level)
- Broker Partnership (Build relationships; ensure sound and clear communication to the Broker Reps; hold the broker accountable for retail execution)
- Learn retail specific technology
Sales Projects (40%)
- Take direction from a project manager and execute a sales specific project in the areas of trade management, category management or sales processes and systems.

Name
Address - City, State - Zip - Phone Number –Email

April 6, 20xx
Dear Ms. Backhaus:

Often described as an outgoing and organized student, I am enthusiastic about the Sales Summer Internship position I found on the University of Colorado Boulder’s Career Services website. I am currently a sophomore at the University of Colorado Boulder, studying Psychology and have completed several courses in human behavior. My ability to understand people and communicate effectively with them will allow me to build relationships in retail management and sales. Additionally, my interests also align with WhiteWave Foods’ mission to serve the greater good. I can proudly say that Silk is THE soymilk I drink!

With an eye for detail and creativity, I am excited to learn more about product placement and merchandising of your products. I have a long-standing interest in marketing, and would be thrilled to gain experience with trade management methods that determine the most effective ways to advertise your brand. I thoroughly enjoy building relationships with others, and often take an informal lead in group projects with my peers. They look to me for my motivational leadership skills, responsible work ethic, and communication skills.

I look forward to the opportunity to speak with you to discuss the next steps for the WhiteWave Sales Summer Internship. Please contact me with any questions at phone number. Thank you for your time and consideration.

I look forward to hearing from you.
Sincerely,
Name
April 6, 2013

Dear Ms. Smith,

I am writing to apply for the Human Resources Internship. I believe that my unique strengths will combine well with this position.

My ability to focus on the task at hand has resulted in my 3.7 GPA maintained while working full time during school. This attention to detail will be a good fit filing and working with important HR records. Additionally, I have experience as a ‘go getter’ gained during my time as peer academic advisor. I began a new project to create a more understandable intake form within my first two weeks on the job. I’m excited to be able to utilize my ability to understand peoples’ unique needs and get them started with next steps. In HR, I understand the importance of taking time with each person and their individual needs and helping them move forward.

I would love to discuss with you further how my experiences and talents will fit with your culture and positions. Fell free to contact me at phone number.

I look forward to speaking with you,

Chip

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**StrengthsQuest** - is an assessment offered through CU Career Services that helps you discover and develop your talents for academic, career, and personal success. To take StrengthsQuest and find your unique strengths or for more information, visit [colorado.edu/career](http://colorado.edu/career)

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April 6, 20xx

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<table>
<thead>
<tr>
<th>Your Requirements</th>
<th>My Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication and People Skills</td>
<td>Building relationships with others, and often take an informal lead in group projects with my peers.</td>
</tr>
<tr>
<td>Retail Management</td>
<td>Long-standing interest in marketing and eager to gain experience with trade management methods.</td>
</tr>
<tr>
<td>Sales Projects</td>
<td>Background in human behavior and classwork on consumer behavior</td>
</tr>
</tbody>
</table>

Additionally, my interests also align with WhiteWave Foods’ mission to serve the greater good. Please contact me with any additional questions at phone number. Thank you for your time and consideration.

I look forward to hearing from you.

Sincerely,

Name