

PROSPECTING LETTER
(for particular field/uncertain of vacancy)

Karl Kohler

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Date of Letter

Ms. Jennifer Reardon
Director of College Recruiting
Midwest Mercantile Company
4500 Randolt Drive
Appleton, WI 54915

Dear Ms. Reardon:

I read about the Midwest Mercantile Company in NACE's *Job Choices for Business & Liberal Arts Students* and would like to inquire about employment opportunities with your management training program. I am excited about a career in retail management and would like to remain in the Appleton area after graduation.

My interest in business started in my high school Junior Achievement program and developed further through a variety of sales and retail positions during college. My internship with a large department store convinced me to pursue a career in the retail industry. When I researched the top retailers in Appleton, Midwest Mercantile emerged as having a strong reputation for excellent customer service. I share your commitment to customer satisfaction and try to reflect that commitment in my work with patrons. My supervisors routinely tell with me that they have received compliments about my professionalism and focus on service from the customers I serve.

My resume is enclosed for your review. I shall call you during the week of January 21 to discuss employment possibilities. In the meantime, if you need to contact me, my number is (205) 491-8843 and my e-mail is karl.t.kohler@lawrence.edu.

Thank you very much for considering my request. I look forward to speaking with you about the management training program at Midwest Mercantile Company.

Sincerely,

(Handwritten signature in blue ink)

Karl Kohler

Enc.