

JON W. NEDERSTEIN

"...Executives fall into three categories: those who **make things happen**; those who watch things happen; and those who wonder what happened."

-- John M. Capozzi, Author of "Why Climb the Corporate Ladder When You Can Take the Elevator?"

August 23, 2001

Mr. Charles W. Morgan
President and CEO
Artesia Drilling Equipment Company
14502 Highway 14 East
Stafford, TX 77700

RE: Artesia Drilling Equipment Company, Vice President of Manufacturing vacancy

Dear Mr. Morgan:

With more than 20 years of experience in executive management within the manufacturing industry, I have established a career history of **making things happen**, specifically improving operating efficiency, increasing profits and customer satisfaction, reducing wasted resources, and developing the biggest and brightest emerging leaders to become future change agents.

As the Vice President of Operations for ABC Corporation, the second largest manufacturer of widgets in the United States with annual sales of \$380M+, I oversee the direction of manufacturing, facilities, and environmental safety at four nationwide locations. My signature contribution to date has been defining lean manufacturing operations for several new offshore production facilities that achieved new industry standards of quality and cost reduction within 24 months of launch. I also have ...

- Lowered the scrap rate by 50% and the rework rate by 70%+.
- Led the successful ISO 90002 certification process on the first attempt for all of the organization's production plants.
- Improved the plant's overall safety record by 200% through the institution of aggressive policies and updated training emphasizing proper apparel, lifting, and other processes typically associated with handling heavy machinery.
- Reduced delivery expenses by 50% by designing a new loading procedure resulting in a 50% storage capacity onboard our delivery trucks.

If your organization demands someone who can influence change and contribute to a healthy profit margin, then we should make plans to meet to discuss how I can help Artesia Drilling Equipment Company achieve its goals. I will contact you in two weeks to follow up on your needs; if however in the meantime I can offer additional information in support of my application, please contact me at the number below at your first convenience.

Sincerely,

Jon W. Nederstein

Enclosure

STRATEGY

My client had many great achievements in his 20-year career, so it was a challenge to pick out which ones to feature in the cover letter. After consulting with him, we honed in on the examples seen in this document. After the first draft was presented, he still didn't feel like the cover letter "packed a wallop," so I suggested we include a quotation by his supervisor, the CEO. Unfortunately, he didn't have a suitable quote he could use, so after going back to the drawing board and exploring online quotations, I came up with the quote used on this document and created a little graphic out of it to really make it pop and to set the tone.

I then revised the opening of the letter so it corresponded with the quote, and presto! We had a winner, according to the client. Postscript to this story – my client was inspired to read the book, whose full title is "Why Climb the Corporate Ladder When You Can Take the Elevator?: 500 Secrets for Success in Business."! (You're welcome Mr. Capozzi!)

From a design perspective, my client was looking for an executive "feel" to his documents. I used a simple design with the Engravers font to convey that executive feel my client wanted.

