

COVER LETTER WRITING

Sample Cover Letter: Economics

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April 15, 2017

Maxine Okeke
Acting Manager, Financial Services Unit
TD Canada Trust
123 Bay Street
Toronto, Ontario M4K 2L9

Re: Position of Customer Service Representative, Job #1234

Dear Ms. Okeke,

Every TD Bank representative I have met has shared how proud they are of TD's passion for delivering an exceptional client experience to every TD customer. As someone who has developed a reputation for going above and beyond to meet customer needs, I am excited about the possibility of joining TD Bank Financial Group in the role of Customer Service Representative.

With over 3 years of experience as a Personal Banking Representative with the Metro Bank, I have consistently delivered efficient, friendly service to high volumes of customers and provided detailed advice to them on a wide range of financial service products. By utilizing my effective listening skills along with my ability to accurately identify customers' financial service needs, I have succeeded in increasing the number of quality referrals to the bank's Financial Advisors by 41% in the past 9 months. I have also been recognized for outstanding service delivery in annual customer satisfaction surveys for the past three years in a row.

In addition to my experience gained with the Metro Bank, I have recently completed an Honours Bachelor of Arts Degree in Economics from York University. Through my studies, I gained solid knowledge of economic theory and financial accounting principles, and honed my team collaboration and project management skills. Last semester, I collaborated with 3 other classmates on a case analysis of General Electric in which we wrote a 35-page report outlining 5 key recommendations for increasing the company's profitability and liquidity. My contribution to this project enhanced my proficiency with MS Excel and diverse statistical/econometric software for the analysis of historical financials and forecasting of future trends.

As I have a keen interest in the Canadian financial services sector, I am eager to contribute my award-winning customer service skills and my strong academic foundation in Economics and Accounting to serving the diverse customers at TD Bank. I can be contacted at (416) 241-2412.

Best regards,

John Chan

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