



# Carolyn Smith, MS ED

INSPIRING GLOBAL TEAMS | BUILDING LEANER ORGANIZATIONS | EXECUTING SOLUTIONS  
POSITIVE DRIVING FORCE OF EXPLOSIVE REVENUE GROWTH AND GLOBAL COMPETITIVENESS

Mr. / Ms. Contact, Title

Company Name  
Street Address  
City, State ZIP

Dear Mr. Smith

**What are the growth possibilities for your business?** Which challenges have wedged themselves between Holistic Suite, Inc. and its short and long term organizational goals? Workforce maturation? Delivery and compliance? As a designer of solutions, I am offering you my services.

Throughout my career I have been described as a positive, high-energy driving force who leads with contagious passion and delivers goals against aggressive deadlines, and in the face of entrenched complexities. The cornerstone to my success resides in a unique mix of competencies (team development, sales, management, product launches).

As a thought leader who will challenge the status quo to reach execution success, I never miss objectives. This “can do” philosophy cascades to those I lead; together, we have discovered and capitalized on fresh opportunities across pharmaceutical device sales, workforce education through technology, and business development, fueling growth from zero to millions in highly competitive industries. Allow me to quickly touch upon the unique mix of capabilities I offer Holistic Suite:

**1 Training & Education:** Human capital is a valuable asset, therefore maturing employees and harnessing their knowledge is a major factor in sustaining a global competitive edge — it IS a necessity.

- ✓ Developed cutting-edge curriculums and training programs for a 350+ workforce.
- ✓ Shifted perceptions and changed the way Select Energy views the development of its workforce: I turned around a flagging unit and developed a world-class team using 21<sup>st</sup> century standards (virtual learning, e-learning, mobile learning).

**2 Sales & Business Growth:** Leveraged sales management expertise to create customer-targeted programs, laying the groundwork for next-decade revenue generation.

- ✓ Built a new \$39M business unit from zero and paved the way for \$25M in global business growth. Harnessed relationship building and networking skills to connect European-based development managers with C-Suite executives of forerunning companies in the USA.

In closing, I invite you to contact me for a personal interview where I can further discuss the value I would bring to (name company). Thank you for your consideration. I look forward to hearing from you.

Sincerely,

Carolyn Smith



### ENDORSEMENT FROM SUPERIOR

*“Carolyn is an exceptional leader, innovator, and manager. During my time working with her, she has been able to analyze complex problems, determine innovative solutions, create implementation plans, and then work collaboratively across disparate organizations, resulting in execution success.”*

GM, Global Services Training and Education

Explanation:

This cover letter was created to help client network and as a networking tool, it was important that the cover letter be visually impactful, while offering a quick glimpse of achievements and qualifications. Therefore, I included a chart that list the revenue growth impact before she moved into an learning and organizational growth capacity. The message is that business development and revenue growth supports her leadership in this new capacity.

Also, the diamond graph reinforces the diversity of her leadership skillsets which she offers her new employer. The side panel fortifies our 1-2 punch message (bullet points) in cover letter.

For the client as well, this is a great strategy because it allows her to quickly modify the cover letter. By removing either point 1 or point 2, she can focus the letter. And, by switching points (re-prioritization) she can also shift focus while leveraging her duality.