

More on salutations

Because employers are different, each will have their own set of expectations. This is even true for something as simple as using the most appropriate salutation in your cover letter. Whereas writing style guides, such as the Gregg Reference Manual, recommend using salutations such as “Dear Sir/Madam,” “Dear Ladies and Gentlemen,” and “To Whom It May Concern,” some employers tend to find these salutations outdated and impersonal. Below are more appropriate salutation samples you can consider using when creating your own cover letter.

Note: Whenever possible, it is best to use Example #1. However there may be times when an employer is unwilling to give you a specific name to address in your letter. In those instances, you can use either Example #2 or #3, whichever is more appropriate.

	WHEN TO USE	EMPLOYER ADDRESS	SAMPLE SALUTATION
EXAMPLE #1	You know the name and company to which you are writing the cover letter.	Ms. Anne Li Director of Sales U-Market, Inc. 1111 Money Street Pahoa , HI 96778	Dear Ms. Li:
EXAMPLE #2	You know the company and the responsible hiring position (e.g. Human Resource Manager, General Manager), but are unable to obtain	Director of Sales U-Market, Inc. 1111 Money Street Pahoa , HI 96778	Dear Director of Sales:

EXAMPLE #3	manager. You only know the name of the company.	U-Market, Inc. 1111 Money Street Pahoa , HI 96778	Dear Hiring Manager: OR Dear Hiring Committee: OR Dear Selection Committee:
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