



## T – Letter

A T-letter is a point-by-point comparison of the stated job requirements and how you fill each one. If there is a point in the job requirements that you don't have, don't include it, unless you can turn it to a positive (see my response to Gerber PDM software below). The T-letter can be done as a cover letter, though you take the chance of the reader not reading the cover /T- letter and skipping right to the resume. For that reason, it might be more impactful if sent WITHOUT a resume, which can be sent later on request.

I hope this helps.  
- Lynn Brotman

I believe I would be a perfect candidate for the Business Analyst role at Phillips-Van Heusen. I have been a retail business systems analyst and project manager for 20 years, and during that time worked on the import process. For your convenience, I have included a point-by-point comparison of your stated requirements with my qualifications.

### Your Requirements

Understands large transactional and decision support systems for retail and wholesale environment.  
Understands import sourcing process from raw materials to finished product.

Strong diplomatic and political skills required.

Familiar with Gerber PDM package.

Expert on Excel and PowerPoint to document Business flows.

### My Qualifications

Worked with almost all systems at May Dept Stores, including POS and fashion item tracking (using SQL and Essbase, among other tools).

Early in my career, I worked at the International division of May Dept Stores and trained merchants on the import processing system where they entered their private label styles, including colors, swatches, and other import requirements. I was also involved in training division buyers on the import placement system. I developed the import pre-ticketing program and worked with vendors and merchants regarding ticket placement.

Worked directly with LT Chairman on Y2K project. As a corporate business analyst, I negotiated directly with division senior management regarding system enhancements. More recently, I was LT's IT liaison with May Corp, ensuring LT's priorities and needs were communicated appropriately.

LT was just acquiring Gerber PDM when I was downsized. While I am not familiar with Gerber, I am a fast learner of systems and processes. At LT, I learned Lotus Notes Designer and HTML programming in less than 2 weeks to ensure continuity of business during an organizational restructuring.

I have extensive experience with Excel. I am familiar with PowerPoint and Visio, currently completing self-study in these products.

There are other areas of accomplishment in my background that should be of interest to you and the PVH organization. I look forward to a personal meeting at which I might discuss them with you, and understand better the challenges of this position where I may be of service.  
Sincerely,