**THE IMPORTANCE OF A COVER LETTER IN THE JOB APPLICATION PROCESS**

As per the current research, most of the applicants feel that cover letter is a secondary document of the job application process, but studies shown that more than 50 percent of employers admit they prefer candidates to send a cover letter with their application.

The most important aspects of cover letters are:

* Cover letters however should not be generic and customized matching your requirements of the position
* The letter should focus on explaining why you’re a good fit for the position and the company
* Cover letter should not emphasize on your needs and expectations with the job but on the contrary should talk in the interests of the job descriptions shared by the hiring managers

When you can relate to the hiring manager's needs and match it up with your skills as the solution to his or her needs, you have a better chance of getting shortlisted and landing in an interview.