**If You’re Mid-Career**

*Dear Toby,*

*After you’ve helped a client navigate a tricky IRS audit or file taxes for their new small business venture, you start to feel like you can handle anything a customer might throw at you.*

*I know I do. In my 15 years as a personal tax accountant, I’ve helped people through some of the most stressful and sensitive financial undertakings imaginable. Doing this with the right balance of empathy and pragmatism can be tricky, but it feels great when I get it right.*

*I’ve come to realize that working with people, helping them understand complicated or frustrating concepts, and serving as a client advocate are some of the things I love to do most. Getting to use these skills through my accounting practice has been very rewarding, but now I’m ready for a new chapter and am excited about the opportunity to focus exclusively on customer relations as a client services specialist.*

*Diamond Design has a stellar reputation when it comes to customer service, and I’d be thrilled to join a team that shares my passion for helping others. Here’s a brief overview of how I believe my experience would translate into a client services role.*

* ***Identifying client goals:****Understanding customer needs is an essential element of my current role. Over the past few years, I’ve fine-tuned my approach, and have been recognized for my ability to create open dialogue by asking thoughtful questions and soliciting feedback.*
* ***Taking a customer-first approach:****As a tax specialist, I approach every account with a solution-focused mindset. This had yielded a 95%+ customer satisfaction rating for the past six years.*
* ***Developing lasting relationships:****My commitment to delivering an exceptional customer experience has yielded a 75% client retention rate. More than half of my clients have worked with me for five years or longer.*

*I’d be eager to learn more about Diamond Design’s client service goals and discuss how my background might serve to enhance the customer experience further.*

*Thank you for your time. I look forward to speaking soon.*

*Sincerely,*  
*Barbara*

As you draft your cover letter, you’ll want to make sure that it emphasizes your unique talents, transferable skills, and passion for this new field. Spelling this out for prospective employers will help them piece together your qualifications—and up your chances of moving forward in the process.