

Consultant cover letter

Two sample letters, experienced and fresher. Keep the one closer to your situation, replace the text in [brackets] and every detail with your own.

SAMPLE LETTER: EXPERIENCED

Dear Partner,

I am writing to apply for the engagement manager role at [Organisation name]. I have six years of consulting experience at a large firm, and I want to move to a boutique where I can work directly with promoters of mid-sized companies and stay involved through implementation.

In my current role I lead workstreams of three to five consultants on operations and pricing projects for industrial and consumer clients. On a recent engagement for a pipes and fittings manufacturer, I redesigned the dealer pricing structure and trained the regional sales heads to apply it, which improved realisation across their top product lines within two quarters. On another, I helped a food-processing company consolidate four warehouses into two, reducing freight spend while keeping delivery times steady.

My clients have mostly been family-run businesses in Gujarat and Maharashtra, and I have learnt that recommendations only work when the second-line managers are part of building them. Your firm's focus on long implementation engagements fits the way I prefer to work.

My notice period is ninety days. I would be glad to discuss a case from my experience in more detail, keeping client details confidential.

Regards,
[Your name]

SAMPLE LETTER: FRESHER

Dear Recruitment Team,

I am applying for the business analyst role at [Organisation name]. I am completing my MBA in Strategy and Finance in Bengaluru, and I want to start my career in consulting because I enjoy breaking a messy business problem into questions that data can answer.

During my summer internship at a consulting boutique, I worked on a market-entry study for a European kitchen-appliance brand looking at tier-2 Indian cities. I built the demand model for six cities from census and retail data, conducted fifteen interviews with distributors, and presented the city ranking to the client's India head alongside my manager.

On campus I led our team to the national finals of a strategy case competition, where we proposed a route-optimisation plan for a dairy cooperative's milk collection. Before my MBA I worked for a year as a data analyst at a logistics company, so I am comfortable with Excel modelling, SQL and building a PowerPoint storyline.

I graduate in April and can join from June, and I am open to travel for client work. I would welcome the chance to take your case interview.

Regards,
[Your name]

BEFORE YOU SEND IT

- Write the letter like an executive summary: the role sought, two engagements with outcomes and why this firm, without repeating your resume line by line.
- Describe clients by sector and size, never by name, and avoid figures that could identify an engagement; partners judge your discretion from the letter itself.
- Separate your own contribution from the team's result, saying clearly whether you built the model, ran the workshops or led the client conversation.
- Mention the practice area or sector focus that draws you to this firm, and state your notice period or graduation month plainly in the closing paragraph.