

# Building A Brag Book

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## **BRAG BOOK REQUIREMENTS**

A personal portfolio, or brag book, is designed to be left with the interviewer to show documented successes you've collected during your time in school and in the sales world. This is one of the most powerful interview pieces of competitive advantage you can arm yourself with. Take your time and make the book look as professional as you can.

Use a 3-ring binder with transparencies, insets, and tabs to break up 5 different sections. You should have a master copy and a version the employer can retain.

## **SECTION 1**

Copy of your resume with specific objective tailored to the interview.

## **SECTION 2**

Brochures of your current position: what you do and what you sell. Use this section during the interview to do a mock sales call. Show them how and why you are successful

## **SECTION 3**

Awards and achievements!!! Include what the quota was, how you achieved it, and what rankings you had within the company. If there were no rankings, show a growth pattern; how much the territory has grown because of your sales, how quickly you were promoted, etc. Include:

- Computer graphics to support your statements and numbers
- Stack Rankings from previous employers
- Pictures of trophies or awards
- Training certificates, rings, pins or letters from customers/employers
- Letters of Recommendations or Evaluations

## **SECTION 4**

Any research on the industry or the company you are interviewing with. Include any articles from business magazines and highlight the information that is interesting to you. Also include a marketing plan of how you plan to increase their customer base and their profits. Show the company why you want to work for them.

## **SECTION 5**

Copy of DMV record, college diploma and college transcripts. Also include 3-5 references of past managers and customers (name, title, address, 2 phone numbers).