

Resumes That Sell

- 1 Follow a simple, easy to read outline using bullet points vs. paragraphs or run-on sentences**
 - a. Objective – focused, aggressive statement about the company you want to work for..
 - b. Experience – list accomplishments under each position
 - c. Education & Training – include years
 - d. Activities & Interests – show active personality

- 2 Start with a strong sales objective;** non-specific to industry UNLESS you are targeting an exact niche industry

- 3 Eliminate all summary or qualifications sections;** the resume is a tool to help you get your foot in the door and is not a tool that replaces the actual interview

- 4 List accomplishments individually;** under each position & highlight or bold font the achievements so it's the first thing companies see

- 5 Include last 3 jobs at most;** list the best, most relative sales/mgt positions back to 10 years, unless there is great experience from over 10 years ago

- 6 Try to eliminate or fill all gaps (over 3 months) between jobs**

- 7 Always list month AND year next to each position** (on the right side of the resume NOT the left margin – to de-emphasize any instability)

- 8 Use job titles that describe an aggressive salesperson;** titles such as – “Account Executive, Sr. or Major Accounts Rep, Account Rep, New Business Specialist, Sales Manager.” Not passive titles such as “Sales Support, Sales Rep, Sales Associate, Account Manager, Territory Manager, Business Development, Customer Service, Office Manager.”

9 Sample Bullets to use under each position:

- a. Responsible for direct sales of _____ to _____(size of businesses sold to) via cold-calling & networking...
- b. Sold over quota every month for the last 8 quarters.
- c. Consistently sold an average of _____% sales quota last year or sold between _____% to _____% since I began.
- d. Currently Ranked # _____out of _____ reps.
- e. Acquired _____(# new accounts) accounts last fiscal year to include clients like: _____
- f. Won Presidents Club trip_____, _____(list all contests)
- g. Increased revenue or profit in territory from \$___ to \$___
- h. Promoted from _____to _____ in only___ months.
- i. Created, developed, implemented these new programs, concepts...

10 Education to include last school, major, year graduated & GPA over 3.0

11 List activities/interests that show your personality: leadership roles held, competitiveness in sports, networking/volunteer clubs, etc

12 Do Not:

- a. **List references on your resume;** you can create a separate reference sheet to give if necessary on the interview. (All references should include a minimum of 3 business references from your past supervisors and at most 2 personal references.)
- b. **Include your salary history**
- c. **Include Martial status, age, height or weight**
- d. **Embellish your accomplishments or length you worked for a specific employer**
- e. **Insert a picture**