

Resumes for Sales & Sales Executives

Resume Goals

The intention of a resume is create enough interest for a hiring authority to want to speak with you. That is it! Usually, this is your first opportunity to demonstrate how you start a sales process, and sometimes in sales, less is more. Companies don't hire based on a resume... they interview someone because of a resume. You want to impress the hiring authority appropriately, and leave them with a desire to want to know more. Try to only include sentences that sell yourself and leave out ones that simply describe yourself.

Resume Outline

Put what sells the best FIRST.

- **Summary of Achievements**
- **Work History** (with specific achievements)
- **Awards**
- **Education**

Achievement Summary

Most hiring authorities will scan resumes looking for something to jump out, so why not make it easy. Instead of starting with an "objective" that may limit your opportunities, start with a list of your proudest accomplishments. These should be measureable and should be in a format that describes one or more of three things:

- How did you make a company money?
- How did you save a company money?
- How did you change a process that improved a company's bottom line?

Work History

Bullet Points for Achievements: The most important part of a resume is the achievements, and anywhere they are listed, they need to stand out. This is done best using bullet points under each job description. Again, keep the achievements in a format to show how you helped the company make money, save money, or change processes to improve the bottom line.

Function Description: Assume that the person looking at your resume probably already understands what your job function was. If you feel a description is needed, put in paragraph format under the job title.

Awards

Strong sales people tend to come from competitive backgrounds. Most any type of award can be relevant here including: professional awards, athletic awards, academic awards, philanthropic awards, association awards, personal awards, etc.

Education

Make sure to showcase all of your education. This includes degrees, certifications, seminars, trainings, and any sort of continuing education.

----- FOR EXECUTIVE LEVEL RESUMES -----

Executive Summary

Executive and high-level managerial resumes should be written in paragraph format. They should be customized for the specific position, broken into four paragraphs, and fit onto one page. The four paragraphs are:

- Career overview showcasing skills
- Examples of work history achievements
- Why you are the best fit for this position
- Personal life goals