

Optimal
Sales Search

GET RID OF THESE

RESUME MISTAKES:

10 SIMPLE RESUME
FIXES EVERY SALES
PROFESSIONAL NEEDS

TO KNOW

By Optimal Sales Search | www.OptimalSalesSearch.com

SALES MATH

Don't Skip Sales Math –100% of all sales resumes should include numbers. Sales is all about performance and results are everything. A sales resume without numbers is like wearing a watch that doesn't tell time.

Math Must Haves --Include the following: fiscal year, quota, % of quota attainment, year-over-year % territory growth, sales rankings, club numbers, new business percentages, TCVs, etc...

Don't Get Skipped Over –Don't waste precious real estate listing every job responsibility. Sales resumes lacking quantitative results are passed over. Include sales math to highlight significant achievements and accomplishments.

SHOW THE ACTION

ACTION VERBS

Start each bullet with an action. Power- pack your resume with action verbs that describe your accomplishments.

**THE MOST
OVERUSED
ACTION WORD
IS "MANAGED."**

Notice the action in these verbs

- Closed business in the CPG vertical
- Spearheaded new logo acquisition
- Challenged to develop new business
- Launched new technology offering
- Landed largest deal in company history
- Delivered 109% of quota in FY 2002
- Drove front-end client development
- Collaborated with channel partners
- Increased the number of Enterprise logos
- Instituted sales programs
- Optimized channel strategy

RESIST THE BIG STRETCH

It's no secret that salespeople feel pressure to enhance their resumes. Emphasizing relevant experience is one thing but representing yourself inaccurately is another.

FREQUENT EXAGGERATIONS FOUND ON SALES RESUMES

#1—Claiming you're still employed.

If you're no longer working, put an end date on your resume. The CEO Next Door tracked > 25,000 executives over a 10-year period and found of those who were fired 91% were able to find a new role that was equivalent or even better than the position they were fired from.

#2—Awarding yourself a degree or two.

Frankly, if you don't have a degree—don't award yourself one. Period. If a degree check is completed and you don't have the degree listed on your resume, everything you've said during the interview process and everything you've written on your resume comes into question.

#3—Misrepresenting quotas and sales achievements.

If you didn't hit your quotas, don't say you did. If you didn't make President's Club, don't include it on your resume.

TRADITIONAL IS BEST

STICK WITH PROVEN LAYOUTS

Even though it might seem boring, traditional resumes outperform all the rest.

Keep things in chronological order, otherwise your resume is likely to be deleted right out of the gate.

Although creative, graphic resumes are clunky. Because they are difficult to upload into ATS systems, they're ahead of their time. So for now, stick with traditional heavy text resumes with plenty of white space.

DETAILS

POUR ON THE RELEVANT DETAILS

Providing details will increase your odds of interview selection.

Be sure to include names of Enterprise clients, titles of prospects, average contract values, quotas, territories covered, products sold, and quantifiable results.

DELETE

EDIT

Keep it crisp and not too wordy. If you can say it with fewer words, then do it! Get a second or third pair of eyes your resume to check for grammatical mistakes.

GET THE LOOK RIGHT

AVOID FRANKENSTEIN RESUMES AND STAY RELEVANT

Your resume should make the right first impression. You have about 5-7 seconds, so get it right!

Use modern fonts and up-to-date resume formatting. Recruiters can spot resumes that originated in the 90's in 3 seconds or less.

Don't simply update a Frankenstein resume if a complete refresh is needed.

BALANCE

STRIKE THE RIGHT BALANCE

While some resumes are overworked and tortured, others lack detail and reflect a lack of effort. The KEY is balance.

Overworked resumes are too busy. They're cluttered and verbose. If you look at your resume and feel a headache coming on, you've got work to do.

On the other hand, overly sparse resumes lack critical information, numbers, and achievements. They leave recruiters and hiring managers with too many unanswered questions.

The look you're going for is clean, effortless, performance based, qualitative, detailed, and factual.

THE RIGHT WORDS SELL

- Dynamic
- Dedicated
- Proactive
- Versatile
- Strategic
- Highly-motivated
- Creative
- Diverse
- Well-Honed
- Proven
- Highly
- Consistent
- Fast-track
- Solutions-driven
- Instrumental

SHARPEN UP

CRISP

Your resume should communicate your most impressive results in the fewest possible words.

Results are clearly demonstrated by data.

Keep all information on point, relevant, and devoid of filler. Every bullet point and every word should convey action and results.

Sales resumes that clearly lay out results in an easy to read format lead to the most interviews.

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Looking for a better sales role?
Send your confidential resume to

CONTACT@OPTIMALSS.COM

