

Powerful Action Verbs

for Software and Tech Sales Professionals

Why Use Strong Action Verbs?

Verbs - not too exciting, right? Don't worry, Professor Walker isn't going to show up with his rigid rules and ask you to diagram sentences on the chalkboard. Here, we'll focus on actionable strategies you can use now to take your resume up a notch and showcase your hard-earned skills.

Given today's job listings are attracting hundreds of applicants – getting your resume in order will help you compete for the best sales roles.

Believe it or not, incorporating strong action verbs in your resume is a hot tip. (Don't laugh – a professional and polished resume can change the direction of your life.) Action verbs help demonstrate your ability to drive results. They convey action and paint a vivid picture of your professional impact, making you a more interesting, compelling, and obvious interview choice.

Powerful Action Verbs for Sales Professionals

Examples of Action Verbs in Sentences

Sales Leadership:

- **Spearheaded** cross-functional initiative launching a new FinTech SaaS solution, delivering \$2.7M in first-year revenue.
- **Strategized and implemented** go-to-market plan and successfully secured three strategic partnerships projected to generate 15M in revenue within the first 7 months.
- **Served** as an executive sponsor for more than 25 six-figure opportunities across F1000 organizations, successfully closing \$11.3M ARR in FY24.
- **Mentored** a team of junior sales representatives with less than three years of full-cycle sales experience. Improved team's win-loss rates by 27% within six months.

- **Revitalized** dormant healthcare client, negotiated a \$2.3M contract allowing the client to accelerate productivity and reduce operational costs.
- **Optimized** sales forecasting processes by implementing a data-driven approach, resulting in a 37% improvement in pipeline accuracy and a substantial reduction in forecast variability.
- **Facilitated** strategic sales training programs that empowered account executives with advanced consultative selling techniques, capturing a 42% year-over-year increase in deal size and improved customer satisfaction scores.

Sales Professionals:

- **Achieved and sustained** accelerated sales cycle by 25% through execution of MEDDPICC discovery process.
- **Captured** significant market share in new geographic region, exceeding underperforming territory revenue targets by 22% FY24.
- **Cultivated strong relationships** with C-level executives and stakeholders at more than 50 target Enterprise accounts in the process manufacturing sector.
- **Achieved** 115% of FY24 sales targets in the financial services vertical, resulting in 18% of the company's new business revenue growth.
- **Expanded** customer base by 11% through targeted outreach and execution of new GTM strategy. Landed 3 strategic partnerships bringing in over \$550K in ARR FY24.
- **Qualified** pipeline effectively by focusing on high-conversion opportunities with key stakeholders.
- **Executed** successful sales campaigns, resulting in a 15%-25% increase in pipeline generation. Launched a winning campaign that led to closing the largest seven-figure deal in company history.
- **Engaged prospects** through personalized outreach, increasing response rates by 15% and expanding sales pipeline by 3X.
- **Leveraged** industry knowledge, insights, and market trends to position solutions effectively in a highly competitive industry, resulting in a 23% increase in deal size.
- **Won and closed** a \$250K deal battling an industry-leading competitor, ultimately developing a 1.25M TCV partnership.

Forty-One Additional Action Verbs

Powerful action verbs you can use to kick off those resume bullet points!

- **Advanced, Analyzed, Architected, Advised, Accomplished, Addressed**
- **Catapulted, Championed, Conducted, Created, Cut, Crafted, Charted**
- **Delivered, Designed, Dominated, Doubled, Directed, Developed, Detailed**
- **Identified, Improved, Implemented, Increased, Launched, Managed, Mapped**
- **Offered, Obtained, Optimized, Performed, Perfected, Positioned, Produced**
- **Navigated, Orchestrated, Pioneered, Resolved, Revitalized, Streamlined**

Tips for Using Action Verbs Effectively

- **Be specific:** Quantify your achievements whenever possible. Noting that you have “exceeded quota” is a lot like saying, “played on the baseball team.” Stating you “played second baseman on the Red Sox” is likely to send you more targeted opportunities. Specificity matters.
- **Use vivid language:** Choose verbs that paint a clear picture of your actions. “Managed early-stage funding and GTM strategy for a new product launch...” seems slow-moving and boring compared to “Orchestrated series B-funding and GTM launch for a disruptive AI-based MarTech solution ...”
- **Don’t waste limited space:** With room for only 4-7 bullet points under each position, you can’t afford to meander. Provide details and focus on tailoring your resume to the role you are applying for. If you’re an IC and you write about mentoring reps, yet fail to mention your quota attainment, you’re off track.

Increase Your Chances of Interview Selection

Make your resume pop by incorporating action verbs to show off your communication skills and highlight your achievements. Don’t hesitate to edit and re-edit your resume. You’ll increase your chances of interview selection – so you can compete for the most dynamic and lucrative sales opportunities.