



OPTIMAL SALES SEARCH

Résumé Checklist for Sales Professionals Tailored Specifically for the Software Industry

Résumé Do's

1. Highlight Quota Achievement

Showcase specific percentages or dollar amounts whenever you can quantify your experience. Example: "Exceeded quota by 120% in FY2023, generating \$1.5M in new revenue."

2. Include Relevant Metrics

Include key sales metrics like deal size, sales cycle length, and close rate. Example: "Closed an average deal size of \$250K with a 35% win rate."

3. Tailor to SaaS

Focus on your experience with SaaS, cloud solutions, or tech-related products. Employers in the industry will want to know you understand the sales cycle for the market segment you are working in.

Résumé Do's Continued

4. Use Action Verbs

Use strong action verbs. It gives your résumé a sense of energy, movement, and action.

5. Quantify Your Success

Numbers tell the story. Use them to back up your claims. Example: "Generated \$500K in ARR from new business within the first 6 months."

6. Showcase Solution Selling Skills

Highlight your ability to understand customer pain points and sell solutions, not just products. Example: "Helped reduce client churn by 15% by implementing customized solutions."

7. Highlight Tools and Technologies

Mention tools and sales software you're proficient in (e.g., Salesforce, HubSpot, Outreach). Example: "Implemented bi-weekly Salesforce trainings for sales, marketing, and operations, resulting in a 25% faster sales cycle."

8. Include Relevant Certifications & Awards

If you have certifications related to SaaS, sales, or tech (e.g., Sandler Sales, Challenger Sales, MEDDIC), be sure to list them.

9. Keep It Concise

Do your best to keep your résumé to two pages. Keep formatting clean and easy to read. If you've had a high number of positions or have more than 20 years of experience, consider creating an additional section where you list roles without detailing experience.

Résumé Do's Continued

10. Tailor for Each Role

Customize your résumé for each application. Highlight the specific experiences and skills that are most relevant to the job you're applying for.

Résumé Don'ts

1. Don't Be Vague

Avoid generic statements like "Increased sales." Instead, specify how much, how quickly, or in what context.

2. Avoid Listing Irrelevant Experience

Focus on roles that are directly relevant to software sales. Don't clutter your résumé with jobs or experience outside the industry unless they offer transferable skills.

3. Don't Exaggerate

Don't inflate your numbers or achievements. Software sales recruiters are quick to spot inconsistencies.

4. Skip Overcomplicated Language

Use clear, straightforward language. Don't bog down your résumé with excessive jargon or overly technical terms.

Résumé Don'ts Continued

5. Avoid Too Many Soft Skills

Emphasize hard skills (metrics, tools, achievements) over soft skills like "team player" or "strong communicator." These can be inferred from your experience and demonstrated in the interview.

6. Don't Forget Contact Information

Check that your email, phone number, and LinkedIn profile are up-to-date, accurate, and professional.

7. Don't Rely Solely on Responsibilities

Instead of listing job duties, focus on accomplishments. Example: "Grew a new territory by 50% in 18 months" is better than "Responsible for managing a sales territory."

8. Skip, Tighten, or Eliminate Non-Mandatory Sections

If you're running out of space, leave out personal hobbies. Find and cut irrelevant skills (e.g., "Proficient in Microsoft Office").

9. Don't Set It and Forget It

Like most writing, résumés are typically filled with small errors. Every time you come back to your résumé use fresh eyes to review and edit your document.

10. Avoid Formatting Errors

Double-check for any formatting inconsistencies, spelling errors, or awkward spacing. It reflects attention to detail, a critical trait in sales.