



OPTIMAL SALES SEARCH

Résumé Formatting Tips for Software Sales Professionals

1. Keep it Neat and Professional

Use a simple, professional font like Arial, Calibri, Georgia, or Times New Roman. Avoid using more than two different fonts, and ensure that font size is between 10-12 points for the body. Your name and headings can be slightly larger for emphasis.

2. Limit to Two Pages

Ideally, your software sales résumé will be one or two pages. For most people, three pages is not necessary.

3. Use Bullet Points for Readability

Hiring managers quickly skim résumés, so make yours scannable by using bullet points to highlight key achievements and responsibilities. Limit paragraphs to one or two lines and use bullets for results-oriented accomplishments.

4. Consistent Margins and Spacing

Ensure that your margins are set between 0.5 and 1 inch all around. Keep spacing consistent between sections and bullet points, using single or 1.15 line spacing.

5. Expected Section Headings

Use clear and simple headings like 'Experience,' 'Education,' 'Skills,' and 'Certifications.' Keep formatting consistent across all headings.

6. Avoid Graphics and Excessive Colors

Avoid the use of headshots, graphics, or multiple colors that can distract from your content. Stick to black text on a white background for a clean look.

7. Use Reverse Chronological Order

Your résumé is what's known as a "conventional" document. This means the entire document should be organized and written in a specific format. List your work experience starting from your most recent role and going backward (Reverse Chronological). For each position, include the company name, job title, dates of employment, and key accomplishments.

8. Quantify Your Achievements

Employers in software sales are looking for a proven track record of success. Always quantify your achievements when possible (e.g., exceeded quota by 130%, closed deals worth \$500K+).

9. Maintain Consistent Formatting for Dates

Use a consistent format for all dates in your résumé. For example, 'Jan 2020 – Dec 2021' or 'January 2020 – December 2021.' Consistency demonstrates attention to detail.

10. Save as PDF

Once your résumé is finalized, save it as a PDF to preserve the formatting. PDFs ensure your document looks the same on any device and prevents accidental edits. If you want to separate pages in specific areas before converting to a PDF, remember to insert page breaks. (In Word Documents, at the top you'll see the familiar layout: File, Home, **Insert**, Draw, Design, Layout, etc... Click on **Insert**, and Page Break should be the third icon from the left.)