

# Steps to a Winning Resume



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# Career Transition Process





# Create your Public Exit Statement

Brief explanation of the reason you are no longer with your company

## 3 Elements of the Public Exit Statement

- Positive statement about your former company
- The reason for your departure
- Positive future focus

# Questions / Expectations



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# Accomplishment

Describe accomplishment D  
on page 59



# Learning Objectives

- Value and purpose of resumes
- Resume components
- Resume formats
- Accomplishment statements
- Summary statement
- Work history
- Editing and polishing your resume



# Value of a Resume

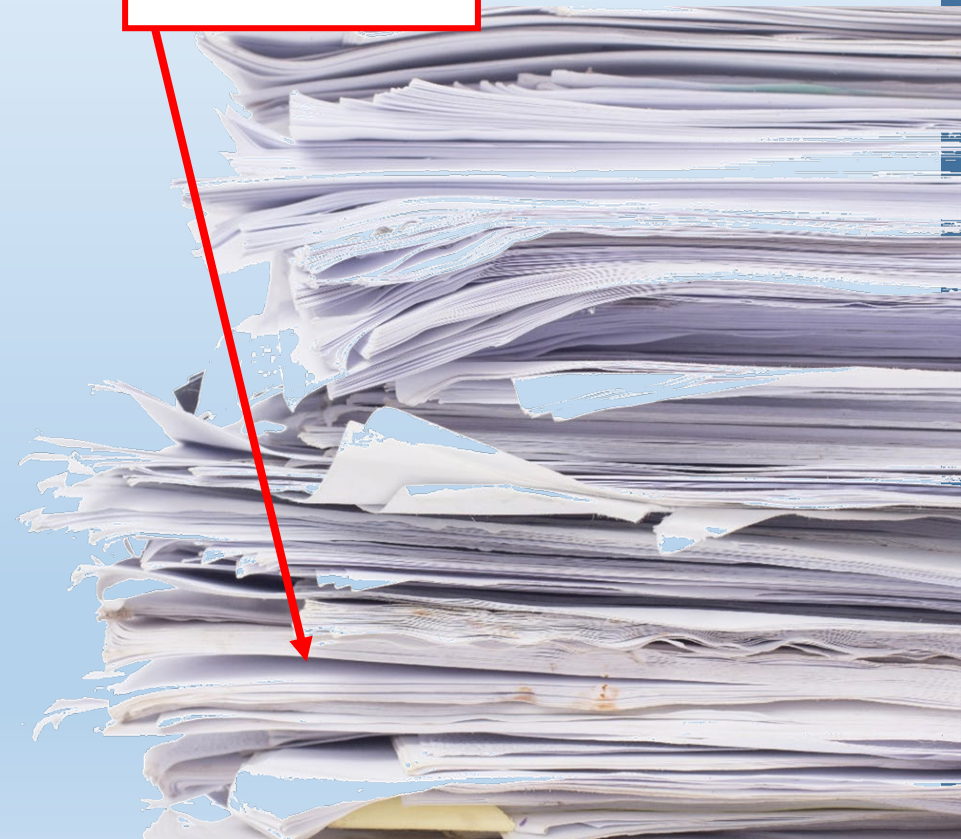
- Standard marketing piece for job search
- Advertises your skills and experience
- Generates interviews
- Inventory of talking points for meetings and interviews
- Agenda for interviewers
- Unique presentation of you



# Best Practices

- It is not about you **WIIFT**
- Clear, easy to read format
- Summary - concise statement summarizing experience, areas of expertise, technical or professional skills, traits and any distinctions
- Strong accomplishment statements
- Results Focused

Your Resume







# Resume Components

## Basic Components

- Contact Information
- Summary (Profile)
- Technical Skills (Optional)
- Experience/Accomplishments
- Education & Professional Development



# Resume Components

## Optional Components

- Professional Associations
- Awards, Presentations, Publications and Patents
- Community/Volunteer Achievements
- Languages



# Resume Construction





# Writing a Summary





# Key Elements of a Summary

- 3 to 6 lines
- **Branding** – Who you are professionally (functional title & level)
- **Hard Skills** – Specific functional expertise
- **Soft Skills** – Strengths, experience and personal attributes
- **Impact** – Impact/value/contribution to the organization
- Several bullets that describe your professional competencies



# Accomplishments & Experience



# Accomplishments

*"Past Performance Predicts Future Performance"*



- Provides specific examples of your work and impact on the company or organization
- Provides key information about your daily work, projects, problems solved, and special responsibilities
- Helps others see consistent patterns of your work over the years
- Demonstrates functional skills (strengths) and areas of expertise (knowledge/technical skills)



# Accomplishment Statements

## Problem ➤ Action ➤ Result

**Problem:** Our sales entry process was paper-based. With sales reps all over the country, it was not very efficient. We needed to respond much more quickly to customers.

**Action:** I convinced my manager to implement a new web-based order system. I was part of the team that implemented it and I helped evaluate and choose the system, then test it. As we converted to it, I trained all of the sales reps on the new software and now continue to provide technical support.

**Result:** We've drastically improved response time and our error rate is down 25%. Sales reps let me know if there is anything special about an order. I can keep track and stay in touch with the customer.





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# Accomplishments

Action + Result  
= Accomplishment



# Accomplishment Statements

## Problem ➤ Action ➤ Result

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**Resume Accomplishment –**  
**Improved customer response time and reduced error rate by 25%** by initiating, recommending and helping to implement a web-based order entry system.



# Developing Accomplishments

## **Job Duty**

“Responsible for materials ordering process”

## **First Attempt**

“Implemented changes in the materials ordering process”

## **Better**

“Implemented changes in the materials ordering process for a major Midwestern publishing company which led to reduced inventory costs and more rapid turnaround of printing jobs.”

## **Even Better**

“Implemented changes in the materials ordering process which led to reduced inventory costs by \$80K and decreased turnaround of printing jobs from 4 days to 2 ½ days.”

## **Best**

**“Decreased turnaround of printing jobs from 4 days to 2 ½ days and reduced inventory costs by \$80K by implementing changes to the materials ordering process”**



# Experience

## (Single Position with One Company)

**BUSINESS FIT** – Tulsa, OK

**2013-2020**

*\$30M provider of hardware, software, networking and maintenance contracts to businesses in the northeast.*

### *Sales Representative/Customer Service Manager*

Sold to government accounts, school systems, police departments, and small businesses. Managed customer support and customer relationship programs.

- Managed over \$750K in sales 1st year, grew to over \$3.1M, increased average account size from \$45K to \$75K.
- Provided sales and technical support, recognized for proficiency in understanding networking and technical terminology.
- Conducted campaign to identify revenues at risk, implemented successful programs that increased customer retention and revenue.

# Experience

## (Multiple Position with One Company)



**BAKER INFORMATION SYSTEMS – Tulsa, OK**

**2013-2020**

*Provider of professional networking services and consulting to medium to large financial institutions.*

***Account Executive*** (2017-2020)

Promoted to lead the marketing efforts of 60 professionals in the selling, installing, and servicing of network products and services to the banking industry.

- Tripled revenue in four years to \$30M while earning four 100% Clubs and three Regional Manager Awards.
- Named one of top three sales managers out of 240 in 2018.
- Launched an international marketing program, which resulted in the establishment of 14 data centers worldwide.

***Account Representative*** (2013-2017)

Marketed network products and consulting services to banking industry.



# Resume Construction



# Education/Professional Development



**B.S.**, Business Administration, University of Oklahoma, Norman, OK  
Additional Sales Training: Solution-Based Selling, Fox-Based Selling

**M.B.A.**, Management, University of Tulsa, Tulsa, OK  
**B.S.**, Engineering, Oklahoma State University, Stillwater, OK

**A.S.**, Business Management, Tulsa Community College, Tulsa, OK  
**HMT – 150 Certified**, Hazardous Materials Transportation  
Completed courses: Inventory Control, Supervisory Development,  
and Microsoft applications

Oklahoma State University, Tulsa, OK (courses in Business Administration)  
**A.A.**, Humanities, Tulsa Community College, Tulsa, OK



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# Other Information

## **PROFESSIONAL ASSOCIATIONS**

Member, American Society for Training and Development  
Treasurer, The American Organization of Sales Executives  
Member, National Association of Sales Executives

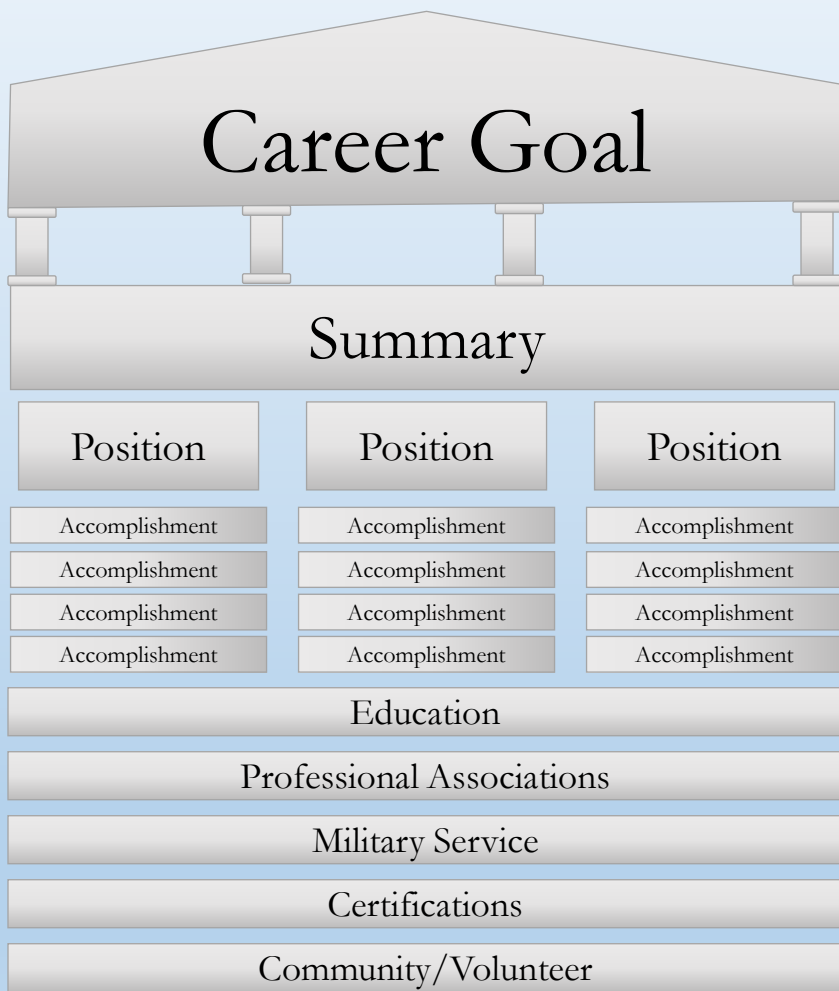
## **COMMUNITY/VOLUNTEER**

Rotary International – Annual Fundraising Chairperson  
Littleton Youth Soccer League – Coach  
Appointed to City Zoning Board of Appeals





# Other Information



Examples Pages 106 & 108



Examples Pages 121 & 123



# Editing & Adding Polish

## Writing Style

- Write in third person, do not use "I", "me" or "my"
- Use strong action verbs, past tense
- Use technical terms only when they are required to explain your work
- No spelling or grammar errors



# Editing & Adding Polish

## Content

- Be completely honest, false statements are grounds for dismissal
- Do not include references, salary history or salary requirements
- No pictures, do not include information such as race, marital status, gender, country of origin, religious or political affiliation



# Editing & Adding Polish

## Visual Effect

- Use larger than average margins to create a generous amount of white space, prefer minimum 1" margins, no less than 1/2"
- Use underlining sparingly and bullet statements for accomplishments
- Use a reasonable type style and size, 11- or 12-point font, no less than 10.
- Print one side only



# Editing & Adding Polish

**Maximum length – 2 pages**

## **Paper and Printing**

- Use good quality white, gray or ivory bond paper
- Print on high quality printer
- Don't use "Parchment Paper"
- Don't put in folders, plastic sleeves, etc.
- Don't staple pages
- Print on standard 8 ½ x 11 paper
- Put name on page 2



# File Format

- Word
- PDF
- RTF
- TXT





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# Final Thoughts

Your\_name\_resume\_company\_position\_date

John\_Doe\_resume\_Raytheon\_HR \_12-02-19.docx

John Doe resume Raytheon HR 12-02-19.docx







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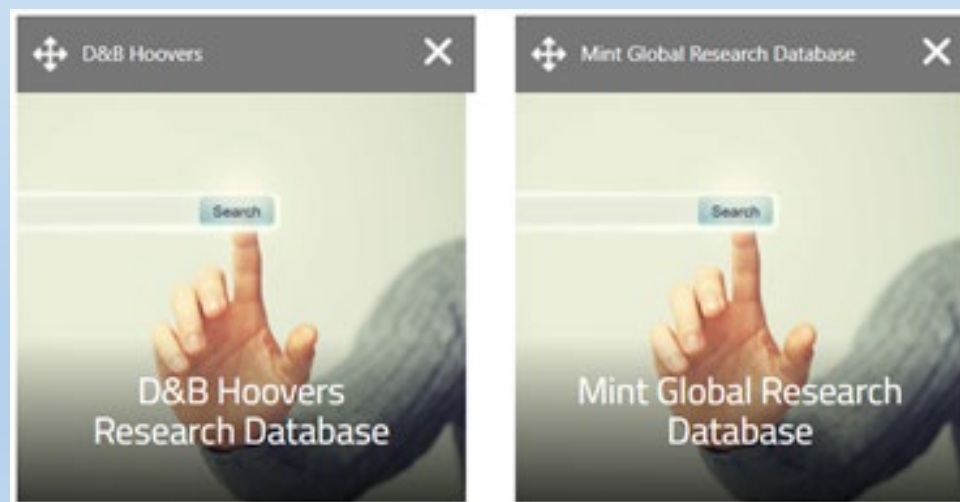
# Next Steps

- Apply what you've learned today, set up resume appointment with consultant
- Based on information gathered in the Assessment process develop list of 10 target companies that match your ideal environment

## PowerMyCareer – Programs

- Campaign
- Find Jobs
- Identifying Target Companies
  - Mint Global
  - D&B Hoovers

Steps to a Winning Resume





# Next Steps

- Identify decision makers in your target Companies, develop list of 30 – 50 names of current contacts in those companies or contacts that can introduce you to them
- Complete 30 second commercial, page 140 – 141

## PowerMyCareer – Tools

- LinkedIn
- Facebook
- Twitter

## PowerMyCareer – Programs

- Campaign
  - Marketing Statement
    - Create Your Marketing Statement



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# Next Steps

- Read *Job Search Strategies, Research and Using Technology* and *References* sections manual

## Register for Live Webinar

PowerMyCareer – Programs

- My Focus
  - Live & Recorded Training
    - Live Webinars
      - Mastering Networking
      - Leveraging LinkedIn
      - The Art of Working with Recruiters

