

- RESUME GUIDE -



**You have 30 seconds
to impress with a Resume
- *Make it count!***



The Resume Numbers Game



Make your resume stand out! Every job vacancy advertised on average receives over 200 applications. By reading & following this guide, you will ensure that you are able to put your best foot forward. A resume needs to be able to quickly communicate the key reasons why you are the best candidate for the job.



200

RESUMES



3-6

INTERVIEWS



1

OFFER



F,A,B Resume Technique



Want your resume to stand out? Then writing a resume that highlights your industry-specific experience, accomplishments & credentials is essential. A great way to structure a resume to ensure this, is the F,A,B structure.

F = Feature

Facts about the role from the job description.

Established Sales & Business Plan for software tools vendor in North America.

A = Accomplishment

Significant measurable results you obtained for your current or past employers.

The Business Plan resulted in increasing profits by 25% & sales revenues by 85%. New vertical markets were penetrated & we brought in 50 new customers.

B = Benefit

Educated guesses of what you can do for a new employer based on your features & accomplishments.

My experience in Sales & Business Planning can introduce you to new market niches and larger customer bases.



PRO TIP: Resume No, Nos

Chronological order

Too Many Fonts;
Stick to 1 or 2

Mega Blocks of Text

“Creative” E-mail
Address

Photos or
Other Visuals

Key Questions



What special problems were you hired to solve?

What did you do? How did you do it? What were the results?

Did you receive a promotion?

Why were you promoted? Were you given added responsibility? Were you given significant salary increases or raises? What was the length of time between promotions? Did you do something especially outstanding? Did you manage additional people? If so, how many? Was there more than one person or department responsible for your promotion?

What would you say would be the most important qualities for the position you seek?

Put yourself in the shoes of your prospective boss and describe six qualities and look for examples you have for each of them; how do you stack up?

Did you help to increase sales, productivity, efficiency, or any other achievement?

What was the dollar contribution or percentage? How did you accomplish this? Did you have a particularly unique approach or different results than someone else?

Did you save money for the company?

How did this happen? What additional savings (\$, or %) did you achieve? How did it compare to others? Did you receive any specific award or recognition for your savings?

Did you help to establish any new goals or objectives for your company?

Was management convinced by you that they should adopt these goals or objectives? What were the reasons they were adopted?



PRO TIP: Best Resume Terms include the following:

Achieved

Trained, Mentored

Increased, Decreased

Created

Launched

Improved

Managed

Negotiated

Influenced

Under Budget



Key Questions

Did you suggest any new or additional programs?

What were the results? Did they increase efficiency or sales? Did you receive any special award or recognition for your contribution?

Did you establish any new systems or changes?

What circumstances led to the change? Who approved the change? Why was your system chosen over others? How did it compare to others? What were the results?

Did you recognize any problem that had been overlooked?

What was the problem? What was the solution? Why had it been overlooked?

Did you do anything to make your job easier?

Did this result in increased sales profits, efficiency or productivity?

Did you train anyone?

Did you develop a unique training technique? How would you compare your results to others? Are others using your technique? Did you write any training programs or manuals?

Did you redefine the nature or scope of your job?

How and why did you reinterpret your position? As a result, were other comparable positions redefined? Were there resulting responsibility changes? Describe those changes.

Did you undertake a project that was not part of your original responsibility because you wanted to solve the problem?

This is a demonstration of interest in your job as well as the ability to take initiative.



PRO TIP: Customize your Resume

Ensure you use the key words in the job advert that you are able to cover in past experience or successes. This will enable the Recruiter and Hiring Manager to easily see that you are the ideal candidate for the role.

Back to Basics



Lies are a Temporary Solution

Ensuring that your resume is a true representation of your skills & experience, will enable you to be consistent when getting through to the following round. Plus, you don't want to be out of your depth once you obtain the role & not be able to perform; it doesn't do you any favors!



So Call Me, Maybe?

You want to ensure that your contact details are on every page of your resume. Your resume will be shared around, so make it easy for them to contact you.



Spell Check Yourself Before you Wreck Yourself...Check, Check & Check Again

This sounds obvious but grammar & spelling mistakes is the biggest mistake & the quickest way for your resume to go to the rejection pile!



PRO TIP: Don't get too Creative with the Visuals

Unless your a designer, keep your resume simple & to the point. By using wall-to-wall text featuring five different fonts will most likely give the Recruiter & Hiring Manager a headache; make their job easy!



Consistency is Key

LINKEDIN



Update your LinkedIn profile to reflect your experience & skills set. By ensuring that both your resume & LinkedIn profile are consistent is key in building your personal brand.

GOOGLE



Google yourself! Recruiters & Hiring Managers do not live in the dark ages of the internet; they will use it! So make sure that you visit past the first page of google results, you never know what is available online.

MENTOR



Once you are happy with your LinkedIn profile & resume, ask a mentor or colleague for their opinion. By this stage you would most likely know your resume backwards, having someone else to review will allow fresh eyes pick up mistakes that you missed.

PRO TIP



PRO TIP: Numbers, Numbers, Numbers

If you are going to describe your past professional achievements, use numbers to further enhance & verify your achievements. Don't merely mention that you increased sales, say that you increased them by \$100,000 or by 50%.



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