



# Candidate**Services**

Refining your resume with achievement statements  
Brag Book 101

# Refining your Resume



## Achievement Statements

Any well-written resume is results-oriented. For sales professionals it's even more important to have clear, concise and **powerful** achievement statements on your resume.

Briefly highlight your responsibilities such as:

- Territory, budget and supervisory responsibilities (if applicable)
- Specific sales figures
- How your company benefitted from your sales experience
- How you dealt with challenging markets or territories
- Any role you had in training
- Also make sure that you have used the appropriate keywords and industry vernacular to demonstrate your experience and your credibility in your industry.

Please Note!

If you are an *aspiring sales professional* and don't have professional experience, this doesn't mean you can't tailor your resume to catch the eye of a hiring manager. Really highlight any collegiate or work experience that demonstrates you are an intelligent, social, and **ambitious** professional. Sometimes potential is just as important as proven results!

# Achievement Statements



## ***Example 1: Achievement Statements (listed by company)***

XYZ COMPANY, Anytown, US (April 2008 – Present)

### **District Manager, Small Business Services**

- Finished 125% of quota in 2009
- Top 50 performer out of 2400 reps
- Consult small businesses on payroll, tax compliance, human resources, health benefits, time and attendance systems and 401(k)
- Generated new business sales by cold calling as well as referrals from clients.
- Maintained high levels of activity with 50 meetings per week.
- Created and delivered ROI feedback presentations that focus on the explicit needs of prospects and clients

## ***Example 2 - Summary (Multiple years or positions with a company)***

- Achieved higher market share than the national average every month for every product throughout my career at XYZ
- Ranked #6 for market share growth in 2nd quarter 2008, the second quarter of new product launch
- Ranked #15 for market share growth in 1st quarter 2008, the first quarter of new product launch
- Ranked #5 in sales growth 4th quarter 2007
- Promoted to Senior Level Sales Representative in 2003 based on performance
- Increased “X” market share from 40.98% (company average 19.48%) in June 2002 to 69.74% (company average 32.8%) in November 2004
- Ranked #8 in sales growth my 1st quarter with the company (Q12001)
- Selected to represent “XYZ” company at regional and national physician conferences

# Brag Book 101

STRATSTAFF

Some sales professionals go the extra mile to compile a well-organized, results-oriented “brag book”. Whether you have the content to fill a brag book or just want to get ahead of the game, here are some of the components to getting started.

## Standard Ingredients

- Your Resume
- Copies of your W2's (to qualify your earnings)
- Stack Rankings (where you stand in your organization)
- List of your Awards (President's Club Certificates)
- Copies of Emails validating your achievements
- Letters of recommendation
- Annual Reviews
- College Transcript (for the newly graduated)
- Certifications

## Formatting your Brag Book

Keep your brag book in a folder or binder, clearly organized and segmented so it's easy to find what you're looking for in an interview. Hiring managers will notice your presentation skills as a potential sign of what's to come!

# Brag Book 101



## **Presenting your brag book**

You should be able to tell if/when you have the adequate time and the ear of the hiring manager to present your brag book.

Listen for cues like:

- “Tell me more about yourself”
- “What distinguishes you from the other candidates we are interviewing?”
- “Why should we consider you for this position?”

Finally, keep an updated digital copy of your brag book as well. Distribute to your network when job hunting. You never know who's hands it could end up in, and it could land you the interview!