What companies look for in your resume and secrets to a results-producing resume

What we will cover

- **Tips the pros use when they professionally design your resume**

- **What to put in/leave out**

- **Secrets to creating amazing quantifiable accomplishments**

- **When you need a professional resume writer how to tell**

- **Tips on how to design your resume if you are concerned about lack of degree, age, laid off, fired etc…**

- **Designing your resume in MS word: tips you need to know**

Introduction

To have a great resume, first you must have a crystal clear focus of what you are targeting.

- **The more targeted your resume, the stronger it will be.**
- **General resume format – the basic points of a resume:**

Tips the resume pros use to make you stand out

1. Its focused – use the indeed job trick (indeed.com).
2. Leave out info that **does not apply** to your next job.
3. A good design – use our templates: use a boarder, use shadowing, nice check marks, tables, two colors.
4. Use enough white space.
5. Bold words you want **the eye to go to first.**
6. Put the most important things on the first page.
7. The difference between a chronological, functional and hybrid resume design and which you should use (Chron/hybrid usually works best).
8. Call out your accomplishments – great for C levels and sales and marketing – and if you are a real 5-star specialist in your area – you are really known for something.
9. Professional experience section: aka professional "narrative". Tell me about your company and your role in it – how big? Promoted? Recruited? Appointed? Frame the story.
10. Break up the text so it's easy to read/use paragraph spacing.
11. Front load and bold your accomplishments. Frame your accomplishments. Simplify your accomplishments.
12. Title your page twos.
13. Don't put websites.
14. Don't put a lot of info about a job you held 17 years ago.

What to put in – and what to leave out of your resume

Include:

- Your basic contact information
- ONE phone number.
- ONE email address.
- Your city and state.
- Your focus – title/industry/company size or theme (i.e.: turnarounds/startups/emerging technologies).
- Your core competencies in a bulleted list no more than 5 bullets deep.
- All information about you that is relevant to the position you are pursuing.
- Your academic and related training information.
- Your professional history.
- Your quantifiable achievements.
- Basic information written in a positive tone, about the companies you have worked for previously.

What to leave out of your resume

- Multiple website and social networking links.
- Your physical address.
- All information not relevant to the position you are pursuing.
- Big blocks of text describing "what" you do.
- Word salad sentences and three-dollar words.
- Overuse of technical jargon.

Secrets to creating amazing quantifiable accomplishments

- Use the bonus template on how to create your accomplishments provided in the bonuses.
- Shift your thinking from: WHAT you do to WHAT HAPPENS when you do it.
- Finish your story. Your story has a beginning (the problem) a middle (what you did to fix the problem) and an end (what happened when you fixed the problem – who benefited. How did they benefit).
- Check your numbers. If you aren't sure how much revenue you generated or to what degree you decreased operating expenses, call a colleague or boss that worked on the project with you to get confirmation on approximate figures. Remember your resume is a marketing piece, not a legal document. Do not lie, but do not panic if you are unsure of exact dollar amounts. You are trying to paint an accurate and fair picture for the reader.
- Front load your accomplishments. Don't say: Led an initiative to improve customer service where __, ___, and _____ happened and resulted in customer satisfaction surveys to improve from 67% to 97%. Say: Improved customer satisfaction by 30% in under 6 months by _____.
- Keep your language simpler than you think you might need to. Help your reader by giving them a clear, simple picture of your success. Numbers speak for themselves, three-dollar words lose the reader.
- EVERYONE has quantifiable accomplishments. Sales executives, lawyers, janitors, software developers and waitresses. But few people think in results, rather they think in terms of "tasks and skills." Shift your thinking to finish your story. It's the results, not the tasks that companies are interested in. Demonstrate you understand this and you just gained a big leg up on your competition and a very important secret to your success.

Here are some examples

JANITOR

- Saved $20k per year by upgrading lighting fixtures to fluorescent.

- Reduced visitor waiting time to zero by opening on time, every time, for three years in a row.

- Improved response time for maintenance issues 50% by implementing an email request-for-services system.

COMMERCIAL CONTRACTOR

Honored with The National CMAA's "Best Private Project Under $20 Million" Award.

Took over problematic aviation project, bringing it in on time and saving the owner $1.5 million.

Maintained a perfect track record of completing projects on time and under budget for 15 years straight.

HUMAN RESOURCE DIRECTOR

- Realized $3.9 million savings through improving human resource systems.
- Reduced turnover from 112% to 18% in 24 months, saving nearly $3 million in training costs.
- Drove operational efficiencies 42% aligning compensation systems to performance requirements.
- Saved $895,000 in labor costs while improving on-time delivery from 75% to 100%.

BUSINESS CONSULTANT

- **Captured an estimated $300,000 in annual interest savings** through partnering with Six Sigma Group to implement a process to improve invoice generation processes.
- **Realized $50,000 in annual savings** while simultaneously increasing IT resources through leading the outsourcing of corporate EDI mapping/transmission activities to an EDI Service Provider.
- **Captured $150,000 in savings annually** through implementing an Order-to-Cash process for clients.

DOCUMENT CONTROL SPECIALIST

- **Resolved pricing issues and automated 80% of company's orders**. Worked with cross-functional teams on multiple automation and process improvements enabling turnkey order processing for the majority of the company's orders.

- **Reduced non-standard order processing time by 70%.** Worked with team as a key contributor to take an average turnaround time of 24-hours down to 8-hours through creating and implementing multiple processes and pricing improvements that greatly improved customer service on non-standard pricing orders and improved order processing time by 16-hours.
- **Prevented pricing and order problems and disputes**. As part of a core team of pricing experts, participated in weekly problem/resolution meetings with sales, marketing and management teams to ensure smooth, trouble free pricing and order processing.

CHEF

- **Earned recruitment into the higher position of cook-2** at The Grill restaurant within 60-days of being hired.
- **Took over entire banquet kitchen management in response to a short staff within 3— weeks of being hired.** With very little instruction managed the work of 3 absent line cooks and was commended for exceptional skills and effort.
- **Saved $130,000 annually in food expenses** through leading process improvements in ordering and vendor management.

When and why to consider hiring a professional resume writer

Hard to be objective.

Hard to see our own accomplishments.

Hard to think of ourselves as highlight as we need to when it comes to crafting our resume – to show we are a certain level.

Professional writers are professional marketers.

If you are applying for government positions and filling out "KSA's"

If you are changing industries or have any challenges that are worrying you.

If you just need an edge. Generally, these things pay for themselves and actually payoff bigger.

Tips to overcoming liabilities. How to handle Gaps in employment

- Use years not months.
- Separate out industry and non-industry related positions.
- Use a pure functional format.

- Fill in time gaps with volunteer activities, travel experiences, home management (for stay at home moms) or continuing education activities.

Lack of degree(s)

- Enroll in something NOW. State as: candidate, degree or certification, school, estimated graduation or completion date.
- Use your current experience as your "degree"
- Make your resume extra strong using marketing techniques that sell you such as:
  - Testimonials from clients, past bosses, employees, vendors and/or committee members.
  - Quantify your achievements – focus on the results you bring in $$ and %%.
  - Less is more – every word you delete from your resume that doesn't absolutely need to be there creates an increasingly compelling document.
  - Enroll in some type of training or related association NOW so you can put it on your resume.

Fired or laid off

- Don't mention in your resume.
- WHY were you fired or laid off? Identify exactly why.
- If your department was eliminated you could simply say in your VPL: my company recently restructured or my company recently moved its operations overseas.
- Get multiple testimonials from the company you were fired or laid off from.
- How to get testimonials:
  - Short quotes relating to areas you were most successful in
  - Pick at least 5-10 contacts
  - Call or ask them for SHORT QUOTES. Not letters. Tell them WHAT you want them to write about.
  - Compile these quotes on a separate page.
  - Use the "quote", then write the person's name, title and company.
  - The shorter the better. If your contact has given you a text heavy paragraph with much superfluous information, pick out the sweet spot and don't use the rest. Here is an example:

Example #1:

 "I am primarily a technologist and have worked with a number of marketing consultants over my career; Jay is the best person I have ever worked with when it comes to building convincing cost models around technology insertion that customers can get their arms

around. He is exceptionally creative, while at the same time relentlessly pursuing important details, and without him we would not have been able to identify several significant opportunities."

Bob xxxx, Chief Technology Officer, Photon-X, Malvern PA

this is good – but you could also just say…

"Jay is the best person I have ever worked with when it comes to building convincing cost models around technology insertion that customers can get their arms around."

Bob xxxx, Chief Technology Officer, Photon-X, Malvern PA

…see what a difference that makes?

Example #2:

"Jay is a high energy, positive and inquisitive guy who certainly knows his way around the global optical components industry. For example, he played a particularly important role in RHK's fledgling M&A practice, introducing Sensors Unlimited as a client – which resulted in a $650M sell side transaction – and attracted key investors during our cash raise for Indigo Systems. In addition, he was a co-founder of the fast-growing OC market research practice at RHK, which still continues today under the Ovum banner."

John Soden, former CEO RHK Inc. ■ San Francisco, CA

A nice testimonial. But assuming the full story didn't absolutely need to be narrated, we could also say…

"Jay played a particularly important role in RHK's fledgling Mergers & Acquisitions practice, introducing Sensors Unlimited as a client – which resulted in a $650M sell side transaction and attracted key investors."

John xxx, former CEO RHK Inc. ■ San Francisco, CA

This is easier and shorter to read – which means it has a bigger impact. We picked out the key area – his quantifiable results, or how much money he helped this company make

- You can also put one or two testimonials right into your resume. More on that later.
- Don't shy away from listing all of your successes in your resume about your role with a company you were let go from!

Age Concerns:

- Don't go back more than 20 years in your professional experience unless you absolutely have to.
- Don't list dates you were in the military.
- Don't list dates you graduated from college.
- Don't list dates of every training course you have been through in the last 30 years.
- Make sure the content you list in your resume is fresh and relevant.
- Demonstrate you are current on trends, certifications, emerging technologies and new management structures or generally new ways of doing business.
- Realize that many credible sources have warned of a looming shortage in senior executives as baby boomers retire out of the market and Gen Y employees pose new and difficult challenges for companies.
- Consider management consulting.
- Be SURE to keyword match your ideal job search using indeed.com and insert these keywords into the first page of your resume.
- Unless you are going after a high visibility C-level position, keep your resume to 2 pages.

Design Tips:

- Use the templates we have provided you with.
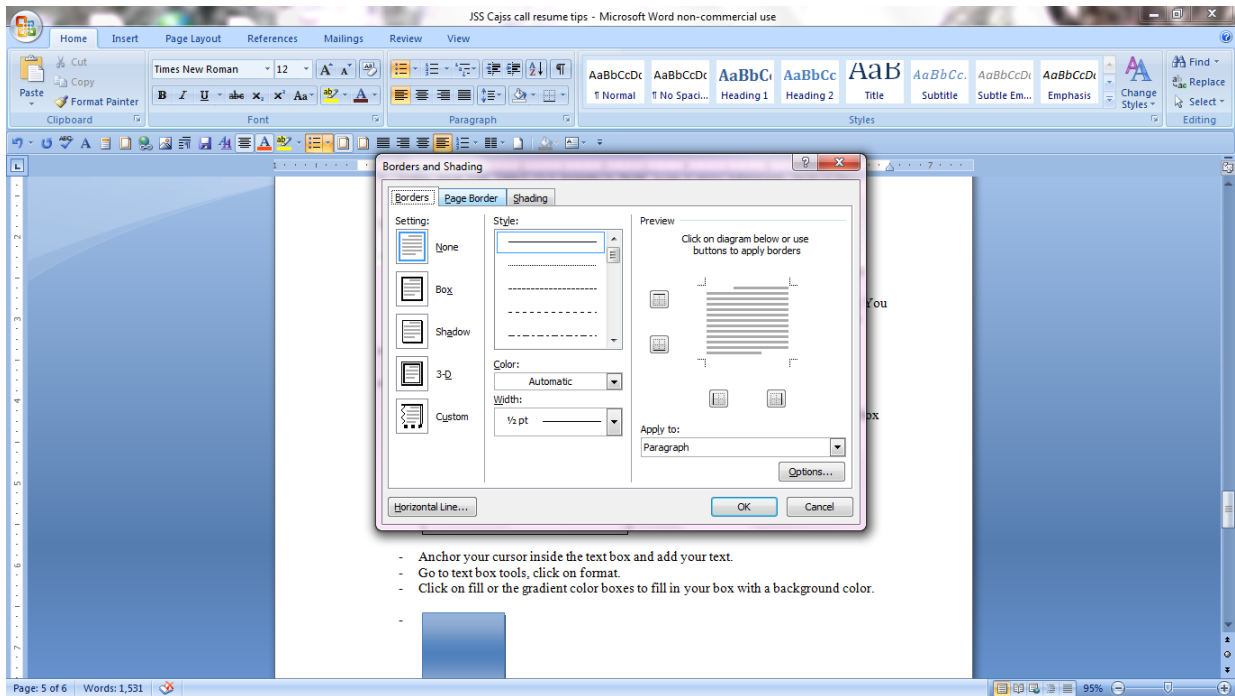- Use award winning resume formats. Find more here:

http://www.maryelizabethbradford.com/resumesamples.php

http://www.careerdirectors.com/tori_2010.htm

- Fonts: stick with Times New Roman or Arial. TNR is more traditional, Arial is more technical.

   MS word Tips:

- How to create a boarder:
    - Go to page layout/boarders/page boarder/choose your width and color. Its best to choose a very thin, black line.
    - Know that depending on your printer settings boarders may or may not print out. You can always change the margin settings on your computer or simply remove your boarder for printing if this happens.
- How to create a line to separate areas:
    - Go to "Page Boarders".
    - Click on the "Boarders" tab.

- Anchor your cursor inside the text box and add your text.
- Go to text box tools, click on format.
- Click on fill or the gradient color boxes to fill in your box with a background color.

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- Use the diagram box on the right to click in your lines wherever you want them.

- How to create a text box:
  - To insert text box (to call out and accomplishment or testimonial):
  - go to insert/text box. On some versions of Word the text box is found under text box tools/format.
  - Insert your box where you want it.
  -

- Anchor your cursor inside the text box and add your text.
- Go to text box tools, click on format.
- Click on fill or the gradient color boxes to fill in your box with a background color.

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- To align your text box neatly with your text go to "text wrapping" and choose "square" or "tight".
- Font tips: It really looks nice to bold and shadow your text at the top of your resume. Here is an example of the text bolded. This is a very simple command you will find under "fonts":

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Vice President Global Sales High Performance Team Management
- To shadow your font, go to fonts and checkmark the box that says "shadow".
Here is what it looks like:

Vice President Global Sales High Performance Team Management
- You can also change the font color under "fonts". Safe colors are mid-grey, dark
burgundy and dark blue:

**Vice President Global Sales High Performance Team Management**

Creating different resume versions and how you might use them
1. MS Word.doc– Is supposed to be upward and downward compatible for users of MS Word.
2. ASCII Text .txt Use for cutting and pasting into Internet resume forms and emails.
3. PDF Document – send your resume as a PDF to prevent formatting errors and gives you
tamper protection.

How to create an ASCII Text version of your resume:
1. Go to file/save as.
2. Click on Other Formats or Plain Text (depending on what version of word you use.
3. Checkmark the circle that says: other encoding and choose in the box to the right: US-
ASCII. This screen looks like this:
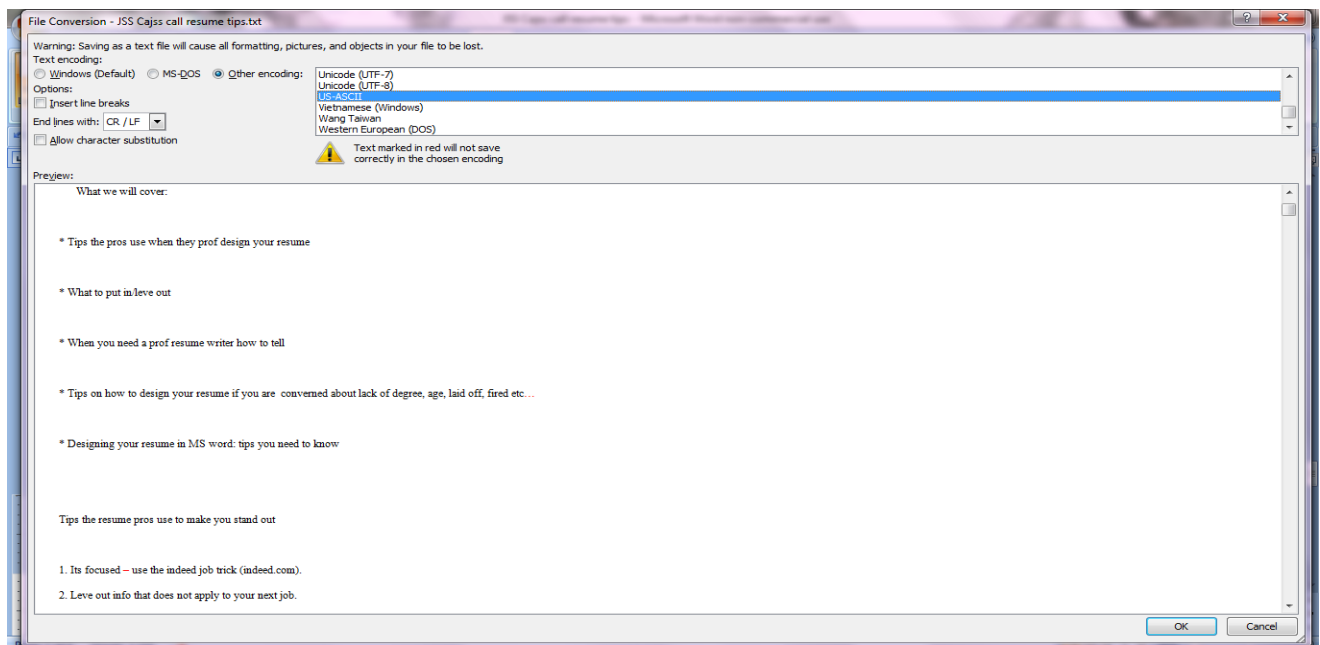
4. A screen will pop up stating you might lose some design capabilities. Just click okay.
5. Save this version to your desktop.
6. Now you will see an icon of a notepad on your desktop. This is your text resume.

7. As a final step, it's wise to open this document and shorten your right margin so you create a long, skinny, left justified document. By doing this you will be able to easily cut and paste your text resume into electronic resume submission boxes – without having to reformat or clean up your text resume each time you do.

8. It will look something like this:

ROBERT (BOB) XXX
XXXX Anywhere Drive Tampa, Florida XXXX
Tel: 000000000   Email: XXXXX@gmail.com

VICE PRESIDENT BUSINESS DEVELOPMENT
AUTOMOTIVE INDUSTRY EXPERT
REVENUE DRIVING SALES STRATEGIES
 RAPID MARKET EXPANSIONS
NEW SOFTWARE TECHNOLOGIES

A deeply accomplished executive with over
20-years of verifiable success pioneering B2B
sales and marketing strategies that generate
 multi-million-dollar revenue streams.
 Unique ability to develop high-performance
 nationwide sales teams, win key accounts
 and turn around underperforming companies
, territories and products.

KEY EXAMPLES OF SUCCESS:

* Grew sales by 100% in under 24-months
* Captured 200+ dealer contracts in under 6-months
* Landed key clients: BMW, Toyota, Wachovia & Bank of America
* Won multiple awards for both individual & team sales accomplishments

CORE COMPETENCIES

* Strategic Marketing Plans/Research
* New Market Penetration
* Consultive Selling
* Product Development & Launches
* National Sales Training/Management
* Business/Financial Planning/Reporting
* Client, Channel & Dealer Relations
* Automotive Software/Technologies
* Auctions / Fleet Sales/Dealerships
* Vehicle Recovery/Remarketing

* Dealer Management Systems
* Internet Marketing Campaigns
* Entrepreneurial Drive
* Effective Problem Solver
* Compelling Communicator
* Adaptable/Strategic/Focused
* Positive & Grounded Leader
* Able to Travel/Relocate

How to create a PDF version of your resume

1. If you don't have the latest version of word you can download a FREE word to PDF converter at primopdf.com.
2. If you do have the latest version of word simply open your resume, click on file/save as/PDF or XMS.

How to determine which resume version to send out – possible scenarios:

I. You want to put your resume on the Internet, somewhere like a jobboard.com or at a specific company site

Use **yourtextres.txt**. This is an ASCII text file that will cut and paste easily. In order to cut and paste into forms on the Internet, you must:

1. Open the file <textres.txt> in Wordpad, Word, Works or other word processing program.
2. Go to Edit and click on "Select All" or highlight text with your cursor if you know how.
3. Go back to Edit menu and click on "Copy".
4. Go to the form on the Internet and click your cursor where you want to insert the text.
5. Hit the right button (or back button) on your mouse. A menu will pop up. Select "Paste" from the menu. Your text should appear in the box.
6. Review text for accuracy of layout.

II. The ad or person asks you to send your resume but doesn't say what format to use

It is best to cover your bases here and send a Word and a text version of the resume via email. Use **textres.txt and yourwordresume.doc**.

1. Cut and paste your cover letter and resume from the <textres.txt> file in the body of the email message.
2. In the final paragraph of the cover letter, change "my resume is enclosed…" to read, "For your convenience, my text resume is pasted below and attached in MS Word."
3. Now, open the <youtwordresume.doc> file in MS Word. Delete any unnecessary pages like the reference page and/or cover letter. Resave the file under a new name (it is a good idea it is your name) such as Smith.doc.
4. Close the file.
5. Use the "attach" function from your email provider to attach the resume to your email.

Note: If you do not have MS Word or you know the recipient doesn't, you should use the jobdocs.rtf file. This is rich text and you should be able to open it while preserving most of the format in other Word processing programs.

III. You are asked to forward your resume in MS Word

It is a safe bet to use yourwordresume**.doc** which is a Word XP format.

6. Cut and paste cover letter from the <textres.txt> file in the body of email message.
7. In the final paragraph of the cover letter, change "my resume is enclosed…" to read, "As requested, my resume is attached for your review."
8. Now, open the <yourwordresume.doc> file in MS Word, if you have it. Delete any unnecessary pages like the cover letter. Resave the file under a new name such as "resume".
9. Use the "attach" function from your email provider to attach the resume to your email.

If you do not have MS Word, it is fine to perform step #2-4 using the yourwordresume.rtf file which you can open in another word processing program. The file will be Word compatible as long as it is in .rtf.

You want to send a tamper proof version of your resume as an email attachment

You should start with the MS Word <jobdocs00.doc> version. Open it and then click on save as.

If you are using the latest version of MS word, one of your save-as options will be: PDF or XPS. Click on this option and your file will be saved as a PDF version.

If you don't have the latest version of word you can download a FREE word to PDF converter at primopdf.com.