

# EP. 6 - Introduction to Resumes

## Overview

This video discusses the importance of creating a standout sales resume and highlights the key differences in resume formats depending on the sales role (entry, mid-level, and senior). The resume remains a crucial component of the job application process, and candidates need to understand how recruiters, HR managers, and hiring managers review them. By tailoring your resume to fit the expectations of the role and the reviewer, you can significantly increase your chances of landing an interview.

### 1. The Importance of a Resume:

Although the job market has evolved, the resume is still a critical part of the hiring process. How a resume is reviewed depends on the role, the type of interviewer, and the recruiter:

- **Agency Recruiters and HR Managers** spend only 3-5 seconds scanning for key criteria such as education, title, location, years of experience, and industry fit.
- **Startup Founders** tend to scrutinize resumes in detail, particularly for leadership roles, while **busy VPs of Sales** often rely on recruiters to filter through resumes and recommend top candidates.

### 2. Key Resume Elements Hiring Managers Look For:

- **Statistics and Metrics:** Your resume must include quantifiable achievements to demonstrate the impact you've made in your previous roles.
- **Keywords and Relevant Titles:** These need to align with the job description to increase your chances of being noticed by recruiters and ATS systems.
- **Concise Bullet Points:** Avoid long sentences and irrelevant information. Always answer the questions: "Who cares?" and "So what?"

- **No Fancy Formatting or Pictures:** Keep the formatting simple and professional.

**Example:** A candidate for a Head of Sales role had an unimpressive resume, but after revising it to highlight relevant experience and achievements, she secured the job. This illustrates the importance of having the right details on your resume.

### 3. Common Mistakes on Sales Resumes:

- **Generic Responsibilities:** Many sales resumes read like a list of generic responsibilities pulled from job descriptions rather than showcasing specific achievements or skills.
- **Vague Objectives:** Junior sales reps often include vague career objectives that add no value to their application.
- **Lack of Metrics:** Resumes frequently lack performance metrics, making it difficult for hiring managers to gauge success and impact.

**Solution:** Many successful candidates invest in professional resume writing services or use AI tools to craft resumes that better highlight their achievements and skills.

### 4. Multiple Resume Versions:

Candidates often need different versions of their resume depending on the role or industry they are targeting. For example, a candidate applying for both sales manager and independent contributor roles will need distinct resumes for each.

Similarly, if you have experience in one industry but are applying for roles in a different sector (e.g., transitioning from tech to manufacturing), you will need to create different versions of your resume to tailor your experience to each industry's expectations.

### 5. Resume Tips (List Format):

- **Email Address:** Use a professional email address that clearly identifies you—avoid anything “cute” or inappropriate.
- **No Physical Address Needed:** There's no need to include your home address on your resume.
- **Career Objective:** Include 3-4 concise points explaining what you offer as a candidate and what you bring to the company.
- **Employment Dates:** Always include months and years for each position to give a clear timeline of your experience.

- **Multiple Roles in a Company:** If you held multiple roles at a company, list the total time spent there, followed by a breakdown of your individual roles.
- **Company Overview:** Provide a brief outline of the company you worked for, especially if it's not a well-known organization or if it's in a niche industry. Clarify if it's a product or service-based company.
- **Metrics, Metrics, Metrics:** Share performance metrics and specific achievements (e.g., sales growth, revenue generated, percentage increase in clients).
- **Consistent Formatting:** Ensure your resume has a consistent layout, uses professional fonts, and is free of spelling and grammatical errors.
- **Education:** If you didn't graduate, indicate "Not Completed." If you're currently pursuing education, note that it's "In Progress." Clearly list continuing education courses, including dates.
- **Awards and Highlights:** Don't forget to mention any awards, honors, or significant career highlights.

### Conclusion:

A standout sales resume needs to be tailored to the role and the audience reviewing it. By focusing on quantifiable achievements, using the right keywords, and crafting multiple versions of your resume to suit different roles or industries, you'll greatly improve your chances of securing interviews. A well-written resume with concise, relevant information and clear metrics is essential for standing out in a competitive job market.