

Name

Home Address

Home, Business, and Mobile Numbers
e-mail Address

Professional Summary or Executive Summary

Use this section to present a thumbnail sketch of yourself – your industry specialization, the main companies with whom you’ve worked, your product knowledge, the vertical markets into which you have sold or implemented products and services, your most noteworthy accomplishments, your patents, special educational attainment (such as “Harvard MBA”), and specific clients and accounts with whom you have an exceptionally strong relationship. Include your availability to relocate and travel. Use either a paragraph or bullet format. Use 1/3 of a page or less for this section. Since most readers do not read past Page 1, be sure to mention in this section any vitally important information from Page 2 of your resume. Whenever possible, keep your resume to a maximum of two pages.

Work History

List your most recent employer **dates**

Here, include a brief description of the company, including annual revenues, # of employees, types of products and services, and the verticals into which the products and services are sold. This is also a good place to include your reason for leaving the position, such as "Promoted"... "Company was sold, resulting in layoffs"... "Recruited away by subsequent employer"...

Title – here, state your title (with dates, if you’ve had several jobs within the same company).

Briefly describe the scope of your responsibility and your duties.

*Accomplishments – here, state several accomplishments (such as quota attainments, successful development of a new product, successfully setting up distributorships or alliances, receiving specific awards from upper management, being invited to speak at industry forums, etc.). A bullet format works very well here.

Continue with your employers for the past 8 - 10 years

For positions 10 years + in the past, simply list or state in paragraph form the employers and the positions. There’s no need to list dates or duties.

Education, Courses and Certifications

State your degree(s), special training courses, and technical certifications. For highly trained technical candidates, a separate Technical Summary page or section is advisable.

Interests

If space permits, it is a good idea to list your volunteer efforts and your leisure activities.

References Provided Upon Request

Most companies require references very late in the interview process. When supplying references, it is only necessary to list work references. Be sure to include at least 2 “upline” references. The people you list should be former supervisors, individuals to whom you have reported on a “dotted line” basis, or high level execs. Most companies do not check personal references and do not value “peer” references. For sales and sales engineering positions, be prepared to provide at least one customer reference.

