

# Applicant needs to market skills and show results

By [Lisa Chenofsky Singer](#)

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## TODAY'S APPLICANT

Dana Galloway of Sparta is a sales and marketing professional with more than 15 years of experience. She lost her job earlier this year and though she is certain she would like a sales position, she is flexible on the industry.

[View this applicant's resume.](#)

**What I do outside work:** I volunteer with multiple non-profit agencies. I enjoy fundraising, raising money to help others.

**Person I most admire:** My parents; they taught me the values I admire in myself and others -- a strong work ethic, compassion for others and the value of family and friends as support.

**If I didn't have to work...:** I would travel the world experiencing everything life has to offer. I am always looking to discover new people and places.

**Why you should hire me, in 25 words or less:** If you need to grow your account base while meeting/exceeding sales expectations, my enthusiasm and determination are what you need to succeed!

## RECENT EXPERIENCE

2005-09: **ViewSonic, Sparta.** Account executive who developed sales and marketing programs at this manufacturer of display products.

1998-2005: **Brooktrout Technology, Los Angeles, Ca.** Distribution channel account manager for this provider of fax and fax over IP products.

## STRENGTHS

I possess a high energy and friendly personality, detailed organization and strong work ethic.

## TOP ACHIEVEMENT

My first year at ViewSonic, I grew my account from \$24 million to \$48 million in sales.

## EDUCATION HIGHLIGHT

Georgia Institute of Technology

Atlanta, Ga.

*B.S. Management*

## TODAY'S EXPERT

Lisa Chenofsky Singer, executive and career coach/human resources consultant, Chenofsky Singer and Associates LLC ([ChenofskySinger.com](http://ChenofskySinger.com))

## THE MARKET

Sales organizations are changing -- mixing direct sales force and multi-tiered distribution systems, including vendors, service providers, enterprise customers, original equipment manufacturers and value-added resellers -- thus changing the skill demand in the marketplace.

Dana's ability to leverage her experience as a broad sales professional stressing her multi-disciplined approach to sales -- including vendor and distribution alliances along with e-commerce knowledge -- will position Dana well in today's market.

## **THE RESUME**

Dana's resume requires one to 'read' as opposed to 'scan' for major selling points, which is more typically how resumes are reviewed in today's high volume labor market. She needs to lead with a strong summary section highlighting her consistently strong achievements to immediately capture a hiring manager's attention.

Dana references marketing but doesn't highlight her experience. Her resume reads 'sales.' If marketing is part of Dana's skills, she will need to identify results from programs she designed, developed and delivered.

She may also choose to highlight her advertising sales, vendor management skills, distribution alliances and development of sales teams. Someone reading her resume will discover this about Dana, but it is her job to highlight what she wants to sell in a concise summary section. This section is her marketing pitch and she is the product.

## **ADVICE**

- Using "Executive" in this market may limit Dana's ability to be considered as it assumes a highly compensated person and/or one that expects to manage a staff. If Dana will consider an independent contributor position, she may want to use "professional" instead. In this market, it is important to remember to be open to learning new techniques, new systems and new processes. With this approach, we understand what is expected and how to leverage our skills for new trends in our current marketplace and beyond.
- In Dana's summary section, using a direct pitch with selected accomplishments showing quantitative results will sell her best. Quantitative results shown as percentages are more readily understood from company to company. A sample summary may include: "Innovative, high energy, detail-oriented and goal-minded Sales and Marketing Professional who successfully develops and cements strong customer relationships. Consistently designs and executes sales strategies to exceed revenue targets and market shares, generating double-digit sales growth in highly competitive markets. {Dana will need a marketing statement here.} Selected accomplishments include:" This is where Dana can add some bullet points selling her achievements such as "Exceed sales revenue targets by x-y% annually."
- When drafting a resume, know your capabilities, what you enjoy doing, what the market demands and who is your targeted audience. Also, know who is in your network -- friends, family, former colleagues, etc. -- they may know someone in an industry/company you are pursuing.
- Proof your resume - spell check and have a friend who is detail-oriented review it as well. Make sure you use the language that is understandable for your targeted audience. Also, ensure each resume page has your name and contact information.
- Remember a resume is a "living document" in a constant state of revision. Dana's resume must highlight key competencies she possesses as a candidate relative to today's market demands. It must be strategic and forward selling. It is important that Dana's resume speaks to her targeted audience.

*Lisa Chenofsky Singer, of Chenofsky Singer & Associates, offers executive and career management coaching and human resources consulting. Lisa writes and speaks on job search and career-related topics. Her website is [ChenofskySinger.com](http://ChenofskySinger.com)*