

HOW TO TURN YOUR RESUME INTO A SALES TOOL USING S.A.M.

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Sometimes life has a sneaky way of throwing curve balls. We've all had them.

If you were to be laid off tomorrow, is your resume in good shape and ready to serve you? Is it a sales tool that would get the attention of your next employer?

Or does it read like a grocery list of things you've done - simply a list of your skills and responsibilities?

If so, stick with me because I'm going to show you how to turn it into a sales tool.

Most hiring authorities will scan a resume for only **six seconds**, so you're going to need yours to stand out right away in order to increase your chances of getting an interview.

How do you do that?

Take a close look at your current one. Pretend you're the hiring authority and you're seeing it for the first time.

Now, using the **S.A.M.** method of **SAVED + ACHIEVED + MADE**, start with your task-oriented statements for each previous position. Revise them to state not only what you did, but how you **saved** the company money, **achieved** a certain goal, or **made** things more efficient, which helped the company's bottom line. You get the idea.

Numbers are important, whether they're percentages or dollar figures.

Examples:

- “I developed a client service survey, which increased job orders by 20% within our current client base.”
- “After redesigning and implementing a client’s training program, I was able to help them increase their revenue by 36% in one year”
- “Created a system to increase communication between all seven departments, which decreased miscommunication by 20%”
- “Organized a charity fundraiser, which raised over \$60,000”

Once you’ve done that, now you can go back up to the top and rearrange your objective statement to summarize your achievements, not just your tasks. As you can see, it makes all the difference when reading your resume, to point out what you **saved**, **achieved** or **made** for your previous employers.

Of course it will take some time and energy to review your accomplishments for each company and translate them into numbers, but it’s worth it.

If I can be of help or you have questions, contact me at: info@reginawrites.com