

John Doe

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## OBJECTIVE

Sales Account Manager

## ACCOMPLISHMENTS

- 7+ years of sales experience in a fast paced manufacturing environment.
- Exceeded sales targets by at least 10% for past 3 years.
- Trained and mentored 15 new Inside Sales Representatives.
- Launched 23 new products.
- Developed successful sales strategies resulting in 2 new markets.
- Member of company task force for product improvements.

## EMPLOYMENT

*ABC Corp*, Chicago, IL. 2000 - Present  
*\$110 million division of Mega Corp, headquartered in Chicago, IL. ABC Corp manufactures high-pressure industrial and mobile hydraulic components.*

### Senior Account Manager

Responsible for new business development, marketing, technical sales presentations, and client relations. Manage one of the largest branch territories in North America. Supervise, motivate, and train 2 inside sales representatives in products and effective client servicing. Implement effective sales and marketing strategies. Plan and conduct seminars for new product features and benefits.

- Top producing Account Manager in Chicago for 3 consecutive years.
- Achieved 100% customer retention in a struggling open territory.
- Ranked in top 10% of producers for NA sales volume for 3 straight years.
- One of 6 associates selected to participate in a company-wide product and procedural improvement task force. Video was distributed to all associates which streamlined improvement process.
- Detroit, MI - worked closely with upper management to identify market potential, and assist in developing a sales action plan.

**Comment [M1]:** Bold headings act like a table of contents and make scanning and navigating your resume easier.

**Comment [M2]:** Tell the company what job you are applying for or what position you are targeting. Don't go overboard with a lot of meaningless fluff words. The more specific you are the better a company can match you. Avoid being too broad thinking the company will find a spot for you somewhere. It's ok to list 2 or 3 related positions here, especially if you are willing to step down from a management role.

**Comment [M3]:** Hit them right between the eyes with 5-6 eye-popping accomplishments to quickly grab their attention. Be careful not to go wild and fill up half a page. It's important you provide specific measurable results. Write actual numerals 7 or 8, instead of seven or eight. Notice how these numbers jump right out at you. Your eyes are naturally drawn to the numbers.

**Comment [M4]:** Write 1-2 very short sentences in italics under the company name providing the following minimal information: their annual sales and what is their main product or service. This is so important! There are a lot of companies out there no one has ever heard of before. Make it easy for a prospective employer to get a feel for the size and scope of a company you've worked for without having to Google it.

**Comment [M5]:** It may be better to use a generic, more descriptive job title instead of your official title. Some companies--especially foreign companies--have really cute job titles that only people in their culture understand. You might be a Customer Satisfaction Program Manager, but no one outside your company has a clue what you do. Everyone else calls your job a Quality Manager. So, write that down. The idea here is to communicate as clearly as possible what you do. Make it easy for them. This is in no way unethical or dishonest.

**Comment [M6]:** This section is basically a 3 to 4 short sentence job description. Keep it very short. You're just trying to share with someone 3-4 of your key job responsibilities. You can tell them about the rest of your duties in the interview.

**Comment [M7]:** List 4-5 accomplishments. Remember to show measureable results. Type actual numbers 7 or 8, not seven or eight. As a general rule, list more accomplishments with your most recent experience. Your prior company should show 3-4 accomplishments and so on. After you go back 12-15 years you might have only one accomplishment or none. If you've only been at your current company for a year, but you were at your prior company 8 years, then it's ok to reverse this. It is what it is.

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**Comment [M8]:** Make sure to put your name on the 2nd page of your resume. It's also a good idea to put page numbers in the footer. I always liked, x of y pages. Again, make it easy for people.

XYZ Corporation, Chicago, IL. 1987-2000  
\$200 million manufacturer of machinings and stampings for the Automotive Industry.

### Account Manager (1991-2000)

Responsible for all sales presentations, marketing programs, and support materials for the sale of commercial and electronic printing. Extensive cold calling, market penetration, and tracking of accounts. Created specialized marketing plans and sales proposals for key accounts.

- Expanded client base from 100 to 300 over 9 years with 95% retention.
- Increased sales every year by at least 10%.
- Developed marketing material to support our sales process.

**Comment [M9]:** Notice how the number of accomplishments is fewer the farther back in time we go. It's still important, but this happened 10-15 years ago when we were still using Windows 95.

### Customer Service Representative (1987-1991)

Involved in customer service and communications for sales support. Gained an excellent background in company procedures, printing processes, and the sales cycle. Promoted and organized various sales and marketing projects.

QRS Stock Brokers, Schaumburg, IL. 1987

### Summer internship

Compiled daily reports for traders and brokers. Planned and conducted a stock valuation and analysis research project to gain experience of stock market operations and investing.

**Comment [M10]:** Notice how there are no accomplishments listed here since you worked there 23 years ago and it's not that relevant today. You really only need to show 20 years of job history. This is a good way to prevent age discrimination. Ignore this if you are an executive. Believe it or not, some 70+ year old executives are being recruited out of retirement to turn around troubled companies on the brink of disaster.

## EDUCATION

University of Notre Dame, South Bend, IN  
BSME. Graduated Cum Laude.

## SKILLS

Proficient in MS Office, Lotus 123, and PowerPoint.

**Comment [M11]:** Don't put the date you graduated unless you are between the ages of 22-35. Candidates in this age bracket are highly sought after; so in your case you want to broadcast to the world that you are young. Older workers want to definitely leave this information off. Don't give a company any information to eliminate you as a serious candidate.

**Comment [M12]:** Certifications and training can be listed here as well, but don't go overboard. Other resume no-no's: Don't list your hobbies or outside activities. Don't type on your resume, references available upon request. Everyone already knows this, so it just wastes space on your resume.