

Betts Recruiting

The Resume Handbook

Resumes remain a top priority when it comes to applying for jobs. LinkedIn and other online tools are supplements. This guide lays out the top tips and tricks for building a sales resume guaranteed to make the hiring manager take a second look.

What Hiring Managers Look for in a Resume

The Visual

Does your resume look professional? Make sure a hiring manager can read the text, the dates and bullets line up, there are no blatant spelling errors, and no other obvious oversights. Because you only have your resume to represent yourself in an online submission portal, glaring mistakes are serious indicators that you are not taking the application seriously or you lack attention to detail. Most likely, a hiring manager will immediately shift their focus strictly to resumes that pass the initial scan. Don't miss out on your dream job because you forgot to proofread.

The Length

If a hiring manager is faced with a resume that is longer than two pages, chances are, they aren't going to make it through even the first half. Usually with a resume that is two pages or more, at least half of the information isn't relevant. It is up to you to pair down your professional and educational experience and tailor your resume to the position you're applying for. Wordy doesn't correlate with success. A hiring manager doesn't have time to read through excess information so keep their focus on the important parts by positioning those points at the top and keeping it brief.

The Numbers

Hiring managers skim a resume for numbers. They look for statistical evidence of success. How many team members did you manage, what percentage of the time did you exceed quota, etc. Metrics are a good way for you to stress your commitment to excellence over time. If your resume lacks metrics, you can come off as new to the industry and not a right fit for certain positions. Beyond success, metrics can serve as an additional tool to highlight professional growth and experience.

Best Format

- **Keep it Applicable**
 - Customize each resume
 - Organize in order of importance
- **Keep it Short**
- **Keep it Streamlined**
 - Use bullets
 - Make sure it's easy to skim

Don't Forget the Basics

- **Times New Roman or Arial**
- **10-12 pt. font**
- **1/2 inch page border**
- **Oxford comma for sales specific list**
- **No color**
- **Print on resume paper**
- **Always bring an extra copy**

Maintain Up-To-Date Version

- **Set a calendar reminder**
- **Work in real-time**
- **Email yourself any projects you've completed to remind yourself when it comes to adding it to your resume**

The Growth

Hiring managers look to see if there is a clear path of promotion in an applicant's work experience. If you don't stay at a position for longer than a year, chances are you haven't moved beyond entry level responsibilities at any of your previous businesses. Alternatively, if you have only one long tenure at a company, you could lack the diversified industry experience that many companies today are seeking. Focus on presenting a track record of moving within a company and knowing when to make the switch to a new business if you can no longer move upwards to show hiring managers you're poised to excel.

The Skills

Do your skills line up with what a hiring manager is looking for? Before starting the application process, determine what the key skills are that are required for the positions you're interested in. Hiring managers delineate essential skills and recommended skills in job postings to make sure that only qualified applicants apply. Even if you know that your proficient with Salesforce, a manager won't be able to know that if it isn't listed on your resume.

Tips for New Grads

Don't underestimate the need for new graduates in the hiring place. If you don't have much work experience, not to worry, hiring managers read between the lines looking at:

- **Intangible Characteristics**
 - Leadership, integrity, perseverance
- **Commitment**
 - Commitment to a club, a job/internship, or a sport translates to professional experience
- **Balance**
 - Ideal employees for startups are people who know how to balance their responsibilities, personal, and professional life.

The Betts Solution

At **Betts** we take creating genuine relationships seriously. Our relationships with both our candidates and our clients is what enables us to make hires happen in mere days. Our average placement is 25 days (vs. industry average 60 days) reducing your time to hire or be hired. **Connect** with a recruiter today!

Sample Resume

First Last

Sales Professional

info@bettsrecruiting.com

Cell: 415.318.7520

SKILLS

Experience with Microsoft Office (Excel, Powerpoint and Word)

Software: Salesforce, Salesloft, Formstack, Dialpad

PROFESSIONAL EXPERIENCE

Company A, San Francisco, CA — Enterprise Account Executive

January 2018 - Present

- Managed the full sales cycle to sell into enterprise clients on 3-9 month sales cycles.
- Worked with Sales Engineering team to manage client's trial access to the platform.
- Created 60 self-sourced qualified opportunities on an annual quota of 35.
- Created opportunities with: Enterprise Co 1, Enterprise Co 2, Enterprise Co 3, Enterprise Co 4, Enterprise Co 5
- Closed \$500k on \$550k annual quota.

Company B, San Francisco, CA — Account Executive

September 2015 – December 2017

- Managed the full sales cycle selling into mid-market and enterprise clients on 1-9 month sales cycles.
- Worked with clients to benchmark and back-test sample data to prove value in their models.
- Closed \$150k on \$100k ramp quota in 2015. Closed \$600k on \$450k quota in 2016. Closed \$750k on \$700k quota in 2017.
- Recognized as "Top Performer" in 2016. One of only 15% of new business reps to achieve quota.
- Closed deals with: Enterprise Co 1, Enterprise Co 2, Enterprise Co 3, Enterprise Co 4, Enterprise Co 5
- Largest deal was with: Enterprise Co 3 -- 2 year agreement for \$350k ARR.

Company C, San Francisco, CA — Strategic Sales Development

July 2014 - August 2015

- Exceeded quota of 15 qualified sales opportunities per month, achieving 125% of total goal through tenure.
- Achieved 175% of total target of 125 outbound cold calls per week.
- Promoted to "Team Lead" in April 2015 to mentor and train new inside sales hires.
- Created outbound pipeline opportunities with: Enterprise Co 1, Enterprise Co 2, Enterprise Co 3, Enterprise Co 4

Company D, San Francisco, CA — Server

May 2013 - May 2014

- Dedicated to ensuring customer satisfaction by remaining accessible and friendly.
- Exceptional interpersonal and team building skills with an aptitude for building rapport with a diverse range of customers, managers, and colleagues; talent for quickly resolving issues prior to escalation.
- Skilled at anticipating, identifying and fulfilling guest needs and clarifying special orders.
- Success multitasking while remaining professional and courteous in fast-paced environments.

EDUCATION

University Name, San Francisco, CA

Bachelor of Arts - May 2014