

THE SALES RESUME, COVER LETTER, AND THANK YOU LETTER

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THE RESUME

❑ *What a resume is NOT:*

- It is not an autobiographical summary of your life and/or your career.
- It is not a vehicle for career self-expression.

❑ *What a resume IS?*

- It is an advertisement, whose sole purpose is to convince an employer to invite you for an interview.

❑ ***What a resume must do?***

- It must strongly and concisely demonstrate how you will help an employing company be more profitable and successful.
- It must contain all the best evidence supporting your claim that you are the right candidate for the job.
- It must show not just what you did, but how well you did it.

These points are all accomplished with specific numbers, percentages, and details (ex: quota info, # of cold calls, salesperson of the month awards, how well your team/department succeeded, etc.) supplied by you.

Resume Types

- Chronological and Functional resumes are the most fundamental types.
- They are each designed primarily for two different types of career histories.

Chronological Resume

- Chronological is the most common and traditional type.
- This is your resume if your career history is a linear steady progression, you have moved from better to better jobs, held the same job type with different companies, and/or you have more or less stayed in the same field.
- The resume sections are:
 1. Position Objective
 2. Core Expertise
 3. Career Accomplishments
 4. Professional Experience
 5. Educational Background

Functional Resume

- Functional is best suited for non-linear career histories, career-changers, if achievements and skills are more impressive than career history, those who have worked in different industries, if there are gaps in employment history, if current job is not as impressive as last one, and those returning to the work force.
- Achievements and skills are emphasized, while job history is deemphasized.
- The resume sections are:
 1. Position Objective
 2. Core Expertise
 3. Career Accomplishments
 4. Professional Experience
 5. Employment History
 6. Educational Background

Position Objective (includes brief summary statement)

- It should be tailored specifically to the company name and position title (ex: Pfizer Territory Sales Manager).
- The summary statement gives a strong and targeted description of your career strength (ex: Accomplished and results-driven sales professional with demonstrated experience in successfully and profitably directing sales organizations).

Core Expertise

- Skills, capabilities, and buzz-words that describe work activities. These are keywords employers look for when reviewing resumes (ex: Meeting and Surpassing Quota, New Business Acquisition).

Career Accomplishments

- Exemplary quota stats, awards, and achievements which display your business milestones (ex: Salesperson of the Month).

Professional Experience/Employment History

- For a Chronological resume, the actual employment history (company names, job titles, and dates of employment) is built into the Professional Experience section.
- For a Functional resume, Professional Experience and Employment History are two separate sections. Professional Experience will contain the job skills and activities. Employment History will give the actual employment history. Since with a Functional resume the career history is non-linear, more emphasis and focus will be on the skills and activities, rather than the history.

Education Background

- Undergraduate, graduate, and/or professional/vocational education information.
- Name (s) of school/college, date (s) of graduation, your degree (s), area (s) of concentration, GPA, and awards.

Testimonials

- A unique, beneficial, and seldom-used resume component.
- Compliments from customers and/or manager.
- Each testimonial would be the quote, the name of the person, their title, and company.

Resume Formats

- Word Document and Plain Text
- Word Document is preferable to an Adobe PDF file because you can personalize the position objective to each company you are applying to, and tailor the job title. If you have Adobe Acrobat, you certainly then can create individual resumes with tailored job objectives and titles. Otherwise you cannot do editing in an Adobe PDF document because it is meant for output, on-screen viewing. A PDF is not intended to be an intermediate file that can still be edited.
- Plain Text, also known as ASC II (American Standard Code for Information Interchange) is just that: plain text. There are no bullets, tabs, indenting, centering, right justification, bold, italics, underline, other special effects or characters, or graphics. It is compatible with virtually all word processors and email systems. It is also best for copying and pasting into a website form on a company site. When applying online, always copy/paste your resume as a delivery option. Uploading a document can sometimes look skewed.

THE COVER LETTER

- A cover letter should always be sent with a resume. It is an introduction to the resume, and is very often the first point of contact between you and an employer.
- The cover letter should be engaging, tailored to the position, well-written and focus on how you would add value to the company. Thus, it should induce the contact to want to learn more about you by reading your resume.
- A cover letter should give an indication of your qualifications, relevant experience, and interest for the position you are applying for. It should describe how and why you are the right candidate for the job.
- Also, a cover letter tells the hiring manager about your communication skills and attention to detail. It displays how well you express yourself, and if you do the little things like research the company.
- A cover letter should not be more than one page and be written with the “you’s” as much as possible: you, your, yours, you’re. This is customizing the cover letter to the reader, and is extremely key.

The Opening Paragraph

- It should express your enthusiasm for the job position, where it was advertised, and begin stating why you are the right person for the job.
- Again: tailor the paragraph by mentioning the exact job title, reference/job ID if applicable, and the name of the company and/or division/department.
- 4-5 bullet points should be included to showcase your core expertise/skills.
 - Bullets get the reader's attention and help the him/her focus in on your skills.

Middle Paragraph

- You are continuing to state why you are the right person for the opening.
- Give some commendable personal traits that you possess that benefited you in the past and thus make you an exceptional candidate for the position.

Next Paragraphs: Closing and Suggestion

- You want the interview, so start closing by saying in the next paragraph how your resume can go only so far in describing what value you can bring to the company.
 - Begin the paragraph with the contact's name if you have it.
- Suggest the interview and say that you will contact him/her in several days for the appointment.
 - If the contact is very interested in your application, he/she will contact you before you contact them. This is why you will put your phone #—whichever is the best and fastest one for them to call you—after your name in the “Sincerely” portion.
 - If the contact hasn't replied within 5-7 days, it is your responsibility to resume communication. Don't wait for them.
- Express thanks for their consideration of your offer.

THE THANK YOU LETTER

- It expresses your gratitude for the interview and the contact's time.
- It increases your chances of getting the job or at least the next level of interviews.
 - It reminds the employer how you will fulfill the company needs.
 - You can also mention other skills or achievements not mentioned in the interview.
 - Many employers will consider a candidate who writes a thank you letter more favorably than the candidates who don't (Wouldn't you?).
- A thank you letter should ALWAYS be sent, either the same day or the next. Never beyond the next day.
- It should be tailored for each company you interviewed at. If you were interviewed at Canon, Xerox and Ricoh, then Canon, Xerox and Ricoh should be mentioned in each letter.
- Also, a thank you letter should be individually sent to each person you spoke with. You interview and/or speak with Moe, Larry and Curley—Moe, Larry and Curly each get their own thank you letter. It can be the same content for all of the letters; just personalize each letter.

Paragraphs

- 1st Paragraph thanks the contact for the interview and their time.
- 2nd Paragraph:
 - Compliments the contact for insight they provided about the company during the discussion.
 - Makes a connection between the company and your career goals.
 - Restating that, because of the interview, you are the right candidate for the job.
- 3rd Paragraph is geared for the individual contact. Begin the paragraph with his/her name. Express your excitement at being considered a candidate and how wonderful it would be for to be a successful member of their sales team (for sales reps), department (for sales managers), or company (for sales directors/VPs).
- 4th paragraph is thanking once again the interviewer for the interview and for his/her time.

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