

## Name

### Sales Manager

Phone: 0400 123 456

Email: [Your.name@uandu.com](mailto:Your.name@uandu.com)

LinkedIn: [au.linkedin.com/in/sam](https://au.linkedin.com/in/sam)

**TIP! (Personal Details Section - Above):**

*Make sure you use a professional email address.*

*Don't include a head shot, this leaves it open for negative judgement.*

*Don't include marital status, date of birth, number of children, this could lead to discrimination*

*No need for full address, perhaps just city. Could also use this space to mention visa status, Tailor the Job Title for the role you are applying for.*

## SUMMARY

- A sales and business development executive with highly developed client negotiating skills, experienced in competitive markets and premium priced products
- Tertiary qualified in Marketing
- Consistently exceeds KPI and have been promoted in 2009, 2012 and 2016

**TIP! (Summary Section – Above):** *This section is the most valuable real estate which is most likely to get read in the 30 seconds it takes a recruiter to scan your resume so make sure you add only relevant and tailored bullet points here mirroring the job advert and job description, use their language. Treat it as the attention grabber text that gives the reader a snapshot and makes them continue reading. Bullet points are recommended as dense blocks of text won't be read – make sure you have white space in between. You could use the first line as an objective statement, but only effective if you are making a career change.*

## PROFESSIONAL EXPERIENCE

### XYZ Software Industries, Brisbane

May 2014 – Present

Sentence about the organization, industry, staff number and website address

**TIP! (Company Details – Above):** *Under each company name, it is worth compiling a short paragraph about what the company does, where their offices are located, the size of the workforce and perhaps their website address to help the reader understand the type of environment you have worked in. If the reader does not receive this information, and does not know the business, they may miss any transferable experiences you may bring to the role.*

### Business Development Manager

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This role managed relationships with software vendors and implemented strategies to expand market share and sales for the product range.

**Achievements:**

- Short bullet point achievements

**TIP! (Achievements – Above):** Support all achievements with specific results. Try to quantify facts and qualify your achievements wherever possible and ensure they are measurable with outcomes.

- Your achievements should come above your responsibilities as they are what make you unique and stand out from other candidates applying with similar skills and qualifications. They show what you have contributed to the organization. Responsibilities across resumes from similar candidates will normally read the same like those bullets on a job description and don't describe what you did above your normal duties.
- Make sure your achievements will resonate with the reader and are relevant to what the role requires you to achieve so you can prove you have achieved similar outcomes previously.
- Don't over-state your experience or misrepresent yourself. You may be asked to provide examples at interview, and if it appears you have overstated your resume in one key area, it may cast unfounded doubt on the rest of your experience. Honesty is key.
- Use clear, concise structure with active verbs such as 'negotiated', 'created', 'project managed'.

**Responsibilities:**

- Short bullet point responsibilities

**TIP! (Responsibilities – Above):** Start your bullets points of your responsibilities with action verbs such as 'created', or 'project managed'.

Don't overload this section with too many bullet points and information. If everything is bulleted, the bullets become ineffective – like a block of dense text – and key points will be missed.

Tailor the experience to each position you apply for and mirror their language. Don't use company jargon from previous employers that doesn't make sense outside of that company.

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**ABC Consulting, Sydney**

Jan 2009 – April 2014

Sentence about the organization, industry, staff number and website address

**Regional Sales Manager**

This role managed a team of 10 Sales Consultants and was responsible for developing new markets for the product range and negotiate supply arrangements with vendors and suppliers

**Achievements:**

- Insert a key achievement here

**Responsibilities:**

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- List your daily responsibilities and tasks
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### **Computershare Australia, Sydney**

May 2005 – Nov 2008

Sentence about the organization, industry, staff number and website address

#### **Business Development Manager**

Paragraph about the role you performed

#### **Achievements:**

- Insert a key achievement here

#### **Responsibilities:**

- List your daily responsibilities and tasks

### **Various Sales roles, Sydney**

Pre-2005

Industries: Real Estate, Motor, Pharmacy

**TIP! – Professional Experience Section Above):** To ensure your resume remains succinct, only list the roles and achievements of your roles in the past 15 years. Any roles before that date, it is more suitable to list just limited information.

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## **Education and Qualifications**

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**2003** Bachelor of Business, Marketing, Honours (First Class) The University of Queensland, Queensland, Australia

**2014** Qld Institute of TAFE Certificate IV Learning and Development

**TIP! – Education and Qualifications Section – Above):** Only list your qualifications that are relevant to the role you are applying for. If you have a lot of professional development qualifications, consider creating two sections (Education for tertiary degree and Professional Development for other non-tertiary related study). Only note your high school graduation if you are a recent school leaver, otherwise not relevant. If you finished with a high GPA, it would be worth noting this as well, otherwise leave it off. Don't list qualifications that are older than 15 years.

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## **Key Skills**

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- Advanced Microsoft Office package - Word, Excel, PowerPoint, Outlook
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- SAP Salesforce Modules
  - Social Media Platforms including LinkedIn, Facebook, Twitter, Pinterest

**TIP! Key Skills Section– Above):** You may wish to categorize these skills e.g. computer skills – Microsoft Word, Excel, PowerPoint, Outlook / MYOB / SAP / Adobe InDesign, etc).  
Examples of skills could be attention to detail; analytical thinking; interpersonal communication; time management and organisational skills, etc.

## References

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LinkedIn Recommendations available online

Formal references available upon request

**TIP! – References Section – Above):** If your employers want to speak to your referees, they will ask you, don't list the name of your referees on your resume as you want to manage your referees and call them ahead of a future employer calling them to prepare them and coach them on the role you are applying for.

### **Additional General Tips:**

- 1) Use the 3 'R' resume rule when compiling your content, make sure the information is RELEVANT, that anything you put on doesn't present a RISK and could be interpreted the wrong way and ensure the READABILITY of the resume.
- 2) Tailor your resume to every role you apply for to ensure your highlight the experience you have had that it is relevant to the position in question
- 3) Use professional fonts, don't use outdated fonts like 'Times New Roman', they look old fashioned, don't use fancy fonts, unless you work in the creative field.
- 4) Grammar and spelling and even formatting errors can sometimes be the difference between being short-listed and being rejected for the role. Make sure you do a thorough grammar and spelling check.
- 5) Hobbies and Interests – In some cases, the Recruiter probably won't get to this section, some Recruiters do read it and use it as a way to build rapport. If you are going to take up valuable space with interests, make sure they are relevant to the role and not polarizing.