

Transform Your Resume into a Powerful Sales Tool

Standout, Get Noticed & Get Hired

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As a resume writer and career coach, I specialize in helping professionals develop a compelling resume that confidently communicates their strengths and sets them apart from the competition. With a powerful, well-written resume you are sure to stand out and get noticed. This guide walks you through an essential step to creating an extraordinary resume - highlighting your accomplishments, outcomes and results.

Focus on Accomplishments, Outcomes and Results

The number one resume mistake is focusing too much on job duties and not enough on accomplishments. Hiring authorities want to see the specific results you've achieved in your current and past positions.

The more you focus on outcomes, the stronger your resume will be. Instead of simply listing your day-to-day tasks, go a step further and describe how well you did them. Demonstrate that you are a proactive problem solver who produces results.

Focus on achievements that are of the most interest to your target hiring authorities. Specifically, concentrate on what your accomplishments resulted in and provide numbers where you can. For example, certain on-the-job results are quantifiable such as:

- Increased Revenue
- Decreased Costs
- Increased Productivity
- Increased Client Satisfaction

Consider the following example of a resume bullet for a marketing professional. Option one is the "bland bullet" that simply focuses on job duties. The second one expands on the concept and specifically states what was accomplished.

Option One

Managed sales campaign to promote technology products in 38 markets nationwide.

Option Two

Led the development and implementation of a sales campaign to intensely promote technology products in 38 markets nationwide; Campaign generated \$1.5 million in net income, exceeding target by \$300,000.

As you can see, bullet number two packs a much greater punch! Adding specific outcome data makes your words jump off the page.

Of course, some on-the-job accomplishments are easier to quantify than others. While it won't be possible to quantify each of your results, do the best you can to provide specific and measurable data such as financial figures and percentages wherever possible.

Of course, it goes without saying, you need to be completely honest and accurate with your outcomes. Do not embellish in any way. That being said, do of course take credit where credit is due.

For example, a key accomplishment on your resume might be:

Collaborated with the Director of Finance to create the annual program budget.

This is a somewhat strong bullet point. What makes it even stronger is providing more specifics by saying:

Collaborated with the Director of Finance to create program budget, resulting in 35% net savings in annual programmatic costs.

You may need to search through your work archives to pinpoint the details of your outcomes. It certainly can be challenging to remember all the specifics, especially when it's been several years. This is why, I suggest you keep a "success file." Your success file is a special place you store information on your accomplishments. That way, you won't have to struggle to piece together the details in the future.

Many people are concerned about overstating their role in an on-the-job success. Of course, many positive achievements are the product of a team effort. This will most likely be the case with some of your result-oriented bullets. For those bullets, provide proper attribution by using phrases such as:

- "Key member of research team that ..."
- "Led a group of five managers who produced ..."
- "Integral member of strategic planning group that ..."

Do not underestimate the power of including outcomes, accomplishments and results on your resume. Sometimes you may need to "dig deep" to piece together your past on-the-job successes and their resultant impact. However, it is time well spent and will pay off for you in both the immediate short-term and long-term as well.