

RESUME BLUEPRINT for Enterprise Sales and Professional Services

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cell

VALUE PROP

This summary illustrates what's in it for the company. What you deliver. What you create. What you improve. What value they will realize from your efforts. Note your value prop first and then include the evidence with a statement highlighting your depth & breadth of experience.

EXPERIENCE & CONTRIBUTION

Current Role, Company, Date of Service

Written in present tense. Sentence describing current scope of contribution and what you sell. If an unknown start-up, this may be a sentence introducing company & product. You might include initiative for being hired.

- bullet points for stats & facts. %, \$, ratios, numbers.
- significant customer wins, implementation, expansion or retention
- quota, % retired
- results from customer/partner training
- club achievement
- unique contribution (playbook, hiring, GTM strategy, reduction in churn, increased utilization, P&L, etc.)

Previous Role, Company, Date of Service

Written in past tense. Sentence describing realized contribution. Tell the success story, the result of initiative for being hired.

- bullet points for stats & facts. %, \$, ratios, numbers.
- significant customer wins, implementation, expansion or retention
- quota, % retired
- results from customer/partner training
- club achievement
- unique contribution (playbook, hiring, GTM strategy, reduction in churn, increased utilization, P&L, etc.)

Previous Role, Company, Date of Service

Edit each previous role to show relevance & impact. Earlier entries may not justify bullet points at all. Keep your resume to 2 pages.

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SKILLS & TOOLS

- tech stack, tools frequently used, programming languages

EDUCATION & COMMUNITY

- college
- professional development
- sales training methodology
- certifications
- business organizations
- volunteer work, charity
- relevant passions

BONUS TIP

Delete non-value jargon that resembles:

- proven success
- excellent written & verbal communication skills
- business acumen
- multi-tasker, organization skills
- team player
- guru, ninja, maven, rockstar