



RECRUITING + CONSULTING

Quite often we work with candidates that have either not updated their resume in years or have simply never had one. AND THIS IS OK!

V20 is not in the business of resume-writing but we do review thousands of resumes every year. We have seen the good and the not-so-good. Although not necessary, we do recommend having a professional guide you in crafting a quality, engaging resume.

The following is a comprehensive guide to writing your resume and creating a permanent written journal of your job history, skills, accomplishments, and intangibles. A resume cannot be completed in one or two evenings so be prepared and take your time. It will become an all-inclusive document to revisit any time you need to prepare for an interview or respond quickly to a new opportunity that might pop up. And of course, you'll continue to build upon it as your career progresses. This is an excellent means of ongoing "job journaling" for accomplishments job-to-job and achievement-to-achievement. It gives you the time and space to delve into your memory bank and begin to build "mission-critical" confidence, enthusiasm, and an in-depth record of your job history and accomplishments. It will help you identify, sort, articulate, quantify, and even strategize.

LET'S GET STARTED

When you come upon the "profession specific" questions, please follow the instructions carefully. Answer each question under the question...

Occasionally you will come to a category that will ask a question you have previously answered. Ignore the question and move on. It is not necessary to answer it twice.

To keep your interest and momentum, you might want to start with your career history first, then complete the rest. The questionnaire is basically in 4 parts

1. Personal/Data/Information
2. Skills/Strengths
3. Career History History/Job Achievements
4. Questions that help us better understand "who you are"

PERSONAL INFORMATION

Name:

Address:

City:

State:

Zip:

Home Phone:

Office Phone:

Cellular Phone:

E-Mail:

=====

Using the list below, please **BOLD** the skills most relevant to your target job; You need at least 10+ of your strongest qualifications, however, by all means, include everything at which you excel. Choose from the list below and add any job specific skills that may not be listed. If, for example, you possess a combination of business management and technical strengths, feel free to include BOTH skill sets. These "key words" are important in today's recruiting climate. Without the right key words your information might never be seen by the right human eyes.

General Management
Relationship Building
Customer Service
Strategic Business
Planning
Communication
Client Management
Policies/Procedure
Development
Staff Development
Project Development
Employee Relations
HR / Benefits
Administration
Productivity Improvement
Staff Supervision
Time Management
Startup/Turnaround
Talon
Information Technology
Needs Assessment
Project Development
Project Lifecycle
Systems Implementation
Data Management
Network Administration
Customer Technical
Support
Applications Development
Disaster Recovery
Technical Troubleshooting

Technical Training
Client/Server Architecture
Advanced Technology
Cellular Communications
Database Admin/Design
Document Imaging
Back-office Systems
Ethernet Interfaces
Hardware Configuration
Hardware Devel/Eng.
IMS Connectors
Global Systems Support
LAN/WAN
Web-based Technology
Relational Database
Rapid Applic. Develop.
Remote Systems Access
Software Configr/Devel.
Technology Rightsizing
Tech. Commercialization
Token Ring Hubs
Systems Security
(all other specifics that
apply)
Dockmaster
Sales/Marketing
Creative/Strategic Selling
Solution Selling
Cold
Calling/Telemarketing
Proven Achievements (#'s)

Follow-Up
Market Analysis/Research
Client
Maintenance/Retention
Major Account/National
Sales
Merchandising/Promotion
Sales Presentations
Relationship Management
Vendor Negotiations
Client Needs Analysis
New Market Identification
Product Introduction
Brands – Motorcycle
Brands – Boats/ Engines
Brands - Automotive
Management
P&L Responsibility
Performance Evaluations
Productivity Improvement
Public Relations/Media
Relations
Quality Control
Program Development
Program Implementation
Recruiting/Staffing
Staff Training &
Development
Troubleshooting
Brands - RV

Accounting/Finance
Auditing
Inventory Management
Financial Statements
Bookkeeping
Benefits/Payroll
Expense Control
Strategic Planning &
Initiatives
Commodity Hedging
Budgeting & Expense
Reports

Cost Benchmarking
Project Planning &
Analysis
Cost Review
Management Information
Systems
Project Risk Analysis
Joint Venture Negotiation
Financial Planning
Margin Improvement
Lean Manufacturing

Contract Review &
Recommendations
Contract Analysis of
Economic Risk
Mergers / Acquisitions
Economic Evaluation
Bank Reconciliations
Financial Management
A/P & A/R

NOW LET'S CREATE THE DRAFT: (LAYOUT IS IMPORTANT)

Candidate – Replace these with yours!

CAREER HIGHLIGHTS

PRESIDENT & CHIEF OPERATING OFFICER – SOUTHEASTERN COMPANIES, INC.

- ✓ Grew per unit profitability by 66% while cutting annual operating costs by \$1.2 million, restructuring and re-positioning numerous functions within firm, hiring new Executive Management Team to stabilize business, and creating and launching new go-to-market strategies, business analytic tools, and compensation system.

VICE PRESIDENT & GENERAL MANAGER – GROSS & JARSON PEPSI COLA BOTTLING COMPANY

- ✓ Produced 77% improvement per unit operating income – resulting in generation of #1 business Key Performance Indicators (KPIs) in U.S. responsible for driving 12 consecutive years of market share growth – creating and executing strategic operational initiatives in areas of sales, distribution, marketing, manufacturing, finance, human resources and sustainability.

DIRECTOR OF SALES, MARKETING & STRATEGY – PEPSI COLA COMPANY

- ✓ Formulated strategy to deploy \$1.1 billion in capital, services, and sales staff, exceeding earnings goal by 46% and new business benchmarks by 32%, coordinating process reductions and eliminating barriers to business expansion.

GENERAL MANAGER – PEPSI COLA COMPANY

- ✓ Generated \$14 Million in new revenue and recaptured #1 market share position within only 10 months, engaging and rallying organization behind new processes and structure, and devising and executing broad initiatives reversing market share in competitive marketplace.

Career History – Always start with most current position, then work backward.

Name of Company:

Location (city/state)

Date:

Position:

1. Tell me about your organization. Is it a start-up, a turnaround, a high-growth organization, a major US corporation or a leading multinational organization? What are annual revenues? How many employees? How

many operating locations? Market presence in how many countries on what continents?

2. Please provide a detailed listing of all functions, activities, projects, programs, operations, departments, divisions and organizations under your direct responsibility. What are the activities? How many employees? What would your job description say? How many people supervised, direct reports? Explain day-to-day activities and responsibilities; think of your day from beginning to end, paint me a picture!

3. Do you have P&L responsibility? For the whole organization or just specific operations, divisions and departments?

4. Tell me about your sales performance. Have sales increased? By how much (either actual numbers or percentages)?

5. What about increases in profitability for your territory, division or accounts?

6. Have there also been increases in market share? What percentage of gain?

7. Did you take market share away from any large competitors? If so, how?

8. Do you work against a quota? If so, are you over-quota for this period? For the year? For your entire tenure with that company?

9. Have you won any sales honors or awards? What's the name of the award, when and why was it given?

10. Have you ever recruited or trained other sales professionals or sales managers? Individualized or group training?

11. Any public speaking experience such as speaking at national sales conferences or leading large-scale training programs?

13. How involved in customer relationship management and customer care are you? Do you manage the entire relationship or just the front-end sales?

14. What is the largest dollar contract you've ever negotiated? With whom? For what?

15. Have you been involved in and/or led the development of new geographic markets? What were the revenue, profit and market share results?

16. Have you participated in and/or led the launch of new products or new services into the market? What were the revenue, profit and market share results?

17. Have you established and/or managed a distributor or reseller network? Was it regional, national or international? Did it grow? Did volume increase?

20. Have you written any marketing communications including advertisements, customer correspondence, promotions, newsletters,

21. Do you have responsibility for operating budgets? Capital budgets? Have you been able to reduce annual costs? How? In what areas? By how much?

List your major accomplishments including the following and keep these questions in mind. **This will be THE MOST IMPORTANT information as you build your resume.** You need to demonstrate your ability to make real contributions.

Did you introduce cost saving measures? How did you implement cost saving measures?

How much money (or other asset) was saved? (time saved, steps saved, etc.)

Did you solve problems? What kind and how did you approach the problem? Give me one or two examples of your problem-solving abilities.

Did you develop/implement any programs? What programs?

How did the introduction of these programs affect the bottom-line?

Did you gain approval for or secure any new negotiations, contracts or customers? Explain the scope/difficulty of any negotiations. Employers need to know the extent of your negotiating abilities.

Did you develop or change any policies or procedures? Explain the policy/procedure development in which you were involved. Explain how they were implemented and the results.

Any other special projects, explain -

Any particular challenges faced? If so, explain the actions you took to overcome them and the result?

Early career history:

Companies & Location, Dates – For career information older than 15 years it is recommended to summarize the work done during this time.

Education: Degree – Coursework **School name and location**

All of the questions above that you ask yourself will help to get your wheels turning. Looking back on the work you've done and all you have accomplished need to be communicated. You can never assume that the reader can extrapolate exactly what you have done in each of your positions solely based upon a job title.

You need a three-legged stool for each position to display what it is that you contributed or accomplished in your roles.

1. What was the situation when you were hired for “X” position?

What were the challenges you were presented?

Did you enter at a time when the department, location, division was in disarray?

Did you follow a long-standing employee that did a great job or maybe, a not-so great job?

Were processes broken or non-existent?

Did you enter a “we’ve always done it this way” culture?

Were there personnel issues, capital equipment constraints, processes that were not where they needed to be?

2. What did YOU DO?

You assessed the situation. You came up with a plan of action. You had to do something to make the improvements to the business, right?

Every position in just about every organization does one of two things:

a. Increase revenue

b. Decrease costs

We would challenge you to argue this fact. You can boil your positions down to this fact and what role you played in doing one or the other, or possibly both!

3. What were the RESULTS?

As a result of a program, a process, new systems implemented; you name it, there were results. What were they?

There you have the three “legs” for the stool!

A quality resume is as important today as ever. Communicating clearly on paper what your strengths are and what experiences you have had will pay dividends later.

It should not go without saying that this exercise will also help you in two other areas. First, it can act as a mental re-set while you are in your current role. Are you just going through the motions and not focusing on what is important? Can it help you re-focus your efforts and energies? And second, while going through this process and putting it on paper it will become your guide for interviewing like a champion. Imagine walking into an interview and being able to refer to your resume and expand upon ALL THAT YOU DID in your past positions. This is what quality employers want to know. They do not simply want to know that you were in “position x” for a period of time then moved on to “position y”, and so forth.

The three legs, your ability to communicate effectively, verbally and in writing, all that you have to offer is what we’re after. With these tools you will convince them that YOU are the candidate they’ve been searching for!

We're here to help – If you have questions, please let us know.

Team V20

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