



SOME OF OUR IDEAS ABOUT CV WRITING

Many people write a CV as if they were applying for their present job. Remember, the person reading your details may not know the company for which you work, nor the products sold. *So, work out and emphasise your transportable skills.*

Sales people should keep in mind the following: - What have you sold and to whom. Also, achievements of performance against target.

Impress the reader with the skills you offer. Show solid experience and achievements. *This can be more impressive than qualifications.*

Start with current or latest position, as this experience is far more likely to be relevant than your first job. Ensure that dates tie up. *Avoid gaps!!*

Show that you are aware of the profit consciousness necessary in business. State concrete deeds, not a list of functions. *State your achievements.*

What are **your** outstanding accomplishments? e.g. 'I increased', 'I reduced', 'I was over target', 'I instigated'. *Provide examples and their end results.*

Ask yourself what benefits you can offer another company.

Keep related sentences down to 10 - 12 words and paragraphs to 3 - 4 lines. Try not to use the same word more than twice.

Include full address, telephone numbers, nationality, marital status, number of children, your age and date of birth.

List real hobbies and interests.

Indicate the positive contributions you have made to your present and previous employers. This can be done using an action word as the first word of a sentence, e.g.

Accelerated	Adapted	Approved
Conceived	Conducted	Completed
Created	Delegate	Developed
Directed	Eliminated	Expanded
Generated	Improved	Increased
Implemented	Maintained	Launched
Led	Programmed	Performed
Recommended	Reduced	Proposed
Re-organised	Revised	Reviewed
Scheduled	Simplified	Solved
Structured	Streamlined	Strengthened