

The Resume – Your Marketing Document

Career Confidential
Coaching Club
with Peggy McKee



Today's Agenda

Introduction of Presenter – Peggy McKee

Presentation of the Webinar

Questions & Answers - Live

Additional Resources – Job Search Tools

Feedback – How to Contact Us

Accessing this Webinar – The Archives





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Peggy McKee

Owner/Recruiter – 10 years
PHC Consulting – Medical Sales
and Marketing Executive Search
Firm

Clients include GE HealthCare,
Bayer Diagnostics, Roche
Diagnostics, BD, Qiagen, and
other top Fortune rated clients
in the medical and healthcare
arena.

Over 22,000 hours of recruiting
experience!



Target Your Message to Your Audience

- Highlight the experience that makes you a great fit for this job
- Don't give too much personal information
 - Activities, hobbies or awards should be linked to the job
- Use the resume to sell yourself as the best candidate for this job

Use Industry-Specific Keywords

- Keywords ensure that ATS (Applicant Tracking Systems) will pick your resume up
- HR and hiring managers also skim resumes for relevant keywords

Quantify Your Skills—Use Numbers on Your Resume

- In sales, your job is to ring the cash register
 - Sales numbers
 - Increased revenue (\$ and %)
 - Customer or unit increases
 - Above plan or under budget
- Show what you've accomplished, not what you were "responsible for"

Bullet Points

- Make the resume easy to read
- Help highlight relevant information

Objectives

- Objective is more likely to be read than a cover letter
- Tell the reader you know what you want, instead of implying you need help with that
- Specify which department head should have your resume
- Set up how to interpret the rest of your information

Length – Shorter is Better

- One page if you have less experience, but two pages max

Proofread It

- Spelling
- Grammar
- Typos
- Spacing

Q & A with Peggy McKee



Additional Resources

Career Advice – the Career Confidential Blog

www.JobSearchSuccessSecrets.com/blog

Career Tools – Career Confidential eCommerce

www.Career-Confidential.com

Medical Sales Recruiting Services – PHC Consulting

www.PHCConsulting.com



Provide Your Feedback

Email Peggy McKee – peggy@phcconsulting.com

Or

Answer the Email Questionnaire

Or

Contact Us –

www.JobSearchSuccessSecrets.com/contact-us.htm



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Thank you for attending!

