

RESUME BLUEPRINT

for revenue-drivers
Enterprise Sales, Customer Success, Professional Services

incredible you
city, state
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email
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. State your value prop first and then validate it with a statement highlighting your depth & breadth of correlating experience.

EXPERIENCE & CONTRIBUTION

Current Role, Company, Date of Service

Written in present tense. Sentence describing current scope of contribution and what you deliver. If an unknown start-up, use a sentence introducing company & product. You might include the specific desired outcome this company hired you to execute.

- use bullet points to list stats & facts. (% , \$, ratios, numbers)
- significant customer wins, implementation, expansion or retention
- quota, % retired
- results from successful customer training/onboarding/expansion
- club achievement
- your unique contribution (did you build the playbook, own hiring, redesign GTM strategy, reduce customer churn, increase utilization, own P&L?)

Previous Role, Company, Date of Service

Written in past tense. Single sentence describing what this company solves in the market. State the highlight reel, the result of your unique contribution.

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- significant customer wins, implementation, expansion or retention
- quota, % retired
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- club achievement
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Previous Role, Company, Date of Service

Edit each previous role to state your impact & relevance to their growth or success. The older, earlier jobs may not justify bullet points at all. Keep your resume to 2 pages.

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SKILLS & TOOLS

- tech stack, tools frequently used
- innovative virtual/digital engagement practices
- specific methodologies (project, sales, negotiation, leadership)
- programming languages

EDUCATION & COMMUNITY

- university/college
- professional development
- training certifications
- trade certifications
- business organizations
- charity/volunteer work
- relevant passions

BONUS TIPS

Delete all non-value jargon that resembles:

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

Delete the painfully obvious:

- MS Office, Word, PowerPoint, Excel
- all internet browsers