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## *On Your Resume, Lead With Your Best!*

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Studies show that 25 percent of sales representatives produce 90 to 95 percent of all sales. Clearly, most people who have chosen sales as their career are not selling up to their potential and therefore not making the incomes they could.

Why is this case? It's not that the job can't be done because 25 percent are doing it, and doing it well. It's because the other 75 percent either are not in the right sales position or they truly don't know how to sell. If all sales people knew and did what the top 25 percent do, then all sales people would be selling more!

If you are not reaching your own personal goals where you are now, and more importantly you believe you will never will, it may be time to make a career change.

To view our current job postings, please visit [www.b2bsalesconnections.com/job\\_postings.php](http://www.b2bsalesconnections.com/job_postings.php)

### **Sales Career Tip – On Your Resume, Lead With Your Best!**

Recruiters make their decision about a candidate during the first page of their resume. Some experts even believe you only have the first half of the first page to capture the recruiters attention. Therefore, you have to lead with your best.

The main headings of your resume should be: Employment History, Education, Other Skills and Activities. If you are a recent graduate and your education is your greatest asset, then it should be listed first. However if you are a seasoned sales professional, your work experience should go first.

Regardless of whether you list your education or work experience first, you should always put your listings in reverse chronological order, with your most recent position listed first.

For our free White Paper "**How To Write An Effective B2B Sales Resume**", visit our Download Centre at [www.b2bsalesconnections.com/download\\_centre.php](http://www.b2bsalesconnections.com/download_centre.php)!

For **more Sales Career Tips and Job Search Links**, visit our blog at [www.b2bsalesconnections.com/wpblog/](http://www.b2bsalesconnections.com/wpblog/)

**Do you need some sales career advice?** Are you looking to make a career change but you are unsure in which direction you should head? Do you need some honest feedback on your resume? Then access our coaching services at [www.b2bsalesconnections.com/coaching\\_services.php](http://www.b2bsalesconnections.com/coaching_services.php).

Regards,

The Career Connections Team  
[candidates@b2bsalesconnections.com](mailto:candidates@b2bsalesconnections.com)

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