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## *Follow The Job Ad Instructions*

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All job ads include the potential employer's preferred method for you to apply for the available position. Some prefer a resume by email, others still prefer fax, while others request you apply via the company's website. Whatever the stated method, you should follow the instructions and apply as directed.

Applicants who call a recruiter when a job ad requests another method do not necessarily appear as go-getters who "make things happen". They can actually appear disrespectful, unprofessional, and unwilling or incapable of following instructions.

Asking the recruiter to view your LinkedIn Profile when they asked you to email them a copy of your resume makes you appear as if you will not follow direction well once hired. Answering a pre-screening candidate survey question with "Please See Resume" makes you appear lazy and that you are not willing to put the time and effort in to be successful.

The bottom line is when applying for a job, thinking outside the box doesn't always help. However you can never go wrong when you apply as directed.

For more sales career advice that will actually help you find your dream sales job, join us for our [job search coaching](#) we have helped many sales professionals through this process. In fact, a recent testimonial said "With (his) coaching and his help improving my resume I am getting on average 3-4 calls a day. It's insane. I know which jobs to definitely pass up but there are some "interesting" opportunities coming my way."

Aim Higher!  
Susan A. Enns, The B2B Sales Coach

For **more Sales Career Tips and Job Search Links**, visit [our blog, A Sales Compass](#), now considered "one of the Top B2B Blogs on the net".

To download our free white paper **How To Write An Effective B2B Sales Resume** visit the [B2B Sales Connections Download Centre](#).



B2B Sales Connections can **make the recruiting and job search process faster and easier** than ever before. For more information on what makes our job board services unique, visit Career Connections at [www.b2bsalesconnections.com/career.php](http://www.b2bsalesconnections.com/career.php).

To view our **current b2b sales job postings**, please visit [www.b2bsalesconnections.com/job\\_postings.php](http://www.b2bsalesconnections.com/job_postings.php)

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**"I love B2B Sales Connections web site. It is an amazing resource for anyone involved in B2B selling."**

**Did you know that business people who read at least 7 business books a year earn over 2.3 times more than people who read only one book per year?**

Think you don't have time? If you spend just 10 minutes a day reading, that adds up to over 60 hours a year!

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Or download an eBooks at <http://www.b2bsalesconnections.com/ebooks.php>.

**Do you need to know what to do today to sell more tomorrow?**

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!

B2B Sales Connections wants to change that. We specialize in helping B2B sales professionals achieve their sales potential, either by connecting them to the right career choices, or the right skill set.

Our training programs [Action Plan For Sales Success](#) and [Action Plan For Sales Management Success](#) are based on over 50 years of successful B2B sales and sales management expertise, and come with a 100% money back guarantee. **Now Available As eBooks & In Print!**

If you need more personal direction, for less than an average dinner out, you can consult with your [B2B Sales Coach](#) every day in our daily conference call and received the expert direction you need!

**"I have Susan's sales training book and I highly recommend it. She has produced a step by step process for winning at the sales game"**

**"I love the [B2B Sales Connections web site](#). It is an amazing resource for anyone involved in B2B selling."**

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**The online sales training website with free sales resources,  
a specialized job board & free resume listing services  
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