

# sales

## cv notes.



### personal statement

This section should be specifically tailored to the job that you are applying for and state very clearly why you are applying for the post. Provide evidence from past work experience, and, if possible, concrete figures as sales is a target-driven industry. Character traits like “focused,” “motivated,” and “loyal” are all highly valued, but try to ensure that your personality comes across too.

### employment history

This is your opportunity to really highlight your tasks, achievements and responsibilities at a company. An employer wants to not only know what your role involved but also how you were able to add value. Figures are vital in a sales role, so detail where you exceeded targets and by how much. You may also want to include a couple of lines explaining the type of business that you previously worked for, particularly if it is not a well-known name.

Your work history should be ordered in reverse chronological order with your most recent position first and then working backwards. Make it clear what types of products and services you were selling in your previous role, and who you were selling to, as this will signify how relevant it is to your application. In amongst all your targets and figures, don't forget that soft skills are important in a sales role too. Your personality and how you communicate with others is a vital part of the selling process.

### education

This is a way to demonstrate any additional training, courses or study that you have undertaken which is relevant to the position that you're applying for. A degree in sales is not essential, but related subjects such as marketing or business could prove attractive to recruiters. Other professional qualifications can be acquired and would show your commitment to a career in sales.

### hobbies

Listing your hobbies can be a great way of putting your personality across to HR professionals and help you to stand out from other candidates. If possible, only include hobbies that relate to the job role. For example, an interest in gadgets would be great if your prospective role involved technology sales, while captaining a sports team could demonstrate your leadership skills.

## references

Regarding your references, you don't have to include these on your CV, if you'd like to add a section at the bottom of your CV that says, 'references available upon request'. It's a good idea however to make sure your CV is no longer than two A4 sides.

## contact details

### Email Address:

Keep you email address simple and professional, preferably just your first and last name. Avoid nicknames or random words and numbers as it looks unprofessional.

### Telephone Number:

Make sure this is an update-to-date number, preferably your mobile number rather than your house number.

### Full Address and Post Code