



Real-Resumes for Sales

Anne McKinney

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A book containing resumes and cover letters of sales professionals and individuals trying to get into sales—as well as resumes and cover letters of individuals seeking to transition from sales into other types of employment. Many resumes show people changing from one type of sales to another, such as from copier sales to pharmaceutical sales. All the resumes and cover letters were used in real job campaigns and actually worked. A targeted, focused book specifically for sales professionals whose resumes and cover letters must be "a cut above" the ordinary job hunter's resume. (If the resume and cover letter of a sales professional doesn't sell, then how good could he or she be on the job?) See "pictures" or strategic blueprints of successful job campaigns when you read the companion cover letters and resumes of people "on the move" in sales careers. The Table of Contents is designed to show individuals in numerous types of sales activities including advertising, consumer products sales, financial services sales, food industry sales, furniture industry sales, medical sales, pharmaceutical sales, office equipment sales, real estate sales, retail sales, and many more. In many instances, the job hunter is seeking a career change such as a change from sales to sales management, or from sales to something else entirely different. A word of advice from Editor Anne McKinney: "If you want to enter the sales field or advance in the field, you don't need just any resume book. You need an industry-specific resume book! You will love this book targeted specifically to the sales field. Every resume and cover letter we put in a Real-Resumes Series book has been tested and proven in the real job market. Don't play games with your career. Your choice of a resume book is one of the most important career decisions you will ever make." Praise for this book and other books in the Real-Resumes Series: "A great idea come true. Real resumes and cover letters for sales professionals and resumes that can be tailored to individual needs by substituting personal information. Each double page contains a resume and suitable cover letter. In these days of information overload, a snappy letter and a sharp resume can win through. Very helpful. Impressive, with sophisticated, persuasive, and nuanced guidance." --The Book Reader "These excellent new guides don't just provide the usual coverage on how to write a resume. They provide industry-specific examples, industry-specific tips and cautions, and industry-specific strategies based on real-world resumes. Since many technical types aren't writers, this comes as a special gift; select a winning format, plug in your background specs, and away you go. It's that easy--with Real-Resumes in hand."-- The Midwest Book Review "Distinguished by its highly readable samples...essential for library collections." - Library Journal Testimonials from people who have successfully used this book: "Thanks to the guidance in this book, I was able to move from office equipment sales to medical sales, and I am thankful every day for the improved compensation structure and promotional opportunities." J. Barlow "I wanted to break into sales but didn't know how. I used the tips in this book to show off my potential and I landed a job in the sports industry. My dream job materialized because of the help I received from the Real-Resumes Series." P. Atlakos

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Juan Hinkson:

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