

## Creating a Sales Pitch

The below slides teach you how to create a powerful 30-60 second **Sales Pitch** (a.k.a. Elevator Speech) to help you more effectively communicate your skills, accomplishment, and strategic value during your job search. You can use it to:

- Network with family, friends, co-workers, former teachers/professors, church members, job seeker support groups, etc.
- Cold call hiring managers to find unadvertised jobs (or get a manager to create a new job)
- Communicate your skills, strengths and value to HR staff and recruiters
- Convey your ideal fit for a job at the beginning of your resume and cover letter
  - Put your Sales Pitch in the Professional Summary (a.k.a. Skills Summary, Professional Profile, etc.) section of your resume right after your Objective
  - Make sure the information in your Employment History section supports what you've said in your Sales Pitch
- Sell yourself in telephone prescreen interviews or in person interviews
- Provide a mini sales pitch (shorten version of your full Sales Pitch) in thank you notes
- And much more

Create a **Sales Pitch** now and you'll win!

### Slide 1: Purpose of a Sales Pitch

- Used to sell yourself to a Hiring Manager, HR Person, or Recruiter as the ideal candidate for:
  - Actual Job Opening
  - Potential Job that doesn't exist yet but could be created for you

### Slide 2: Tips for Writing a Sales Pitch

- Create your "Sales Pitch" in paragraph form
- Keep it brief (8-10 lines long)
- Customize it for every job
- Write like you're talking to your best friend
- Use simple, clear, and effective language
- Specify the number of years of experience you have in your field but only enough to qualify for the job
  - Too much can trigger ageism and/or fear you will demand too high a salary
- Cover all skills/assets listed in the job description
  - See the sample job description for a Customer Service Representative on the next slide
- Describe 1-2 of your major work accomplishments from previous jobs as proof you can make a difference
  - Mention the name of the company and position related to your accomplishments since it makes them more real
  - Quantify your accomplishments whenever possible (e.g. exceeded my sales quota each quarter by 20%)
- Make sure the information in your Employment History section supports what you say in your Sales Pitch
- Should be powerful and really **SELL YOU!**

### Slide 3: Sample Job Description for Customer Service Rep.

- Skill Required for Job (as taken from a job description in the newspaper, an internet job site, etc.)
  - Minimum 2 years experience in customer service
  - Handle a large number of calls daily and satisfy customer demands
  - Master our customer service software quickly (e.g. be a fast learner)
  - Handle multiple tasks simultaneously
  - Be highly motivated
  - Complete assignments on time with little or no supervision
  - Possess excellent communication skills and be a strong team player
  - Adapt easily to changes and new challenges
  - Education: HS Diploma (or GED) required. Bachelor's Degree preferred.

### Slide 4: Sample Sales Pitch for Customer Service Rep.

Compare the below Sales Pitch with the Job Description above. Notice how every skill from the Job Description has been addressed in the Sales Pitch. If you can't satisfy every skill, get as close as you can. Also, notice how the Sales Pitch includes 1-2 major accomplishments to back up what you're saying and prove your worth.

**“I have been a customer service representative for over 3 years and have consistently maintained a high call volume and high customer satisfaction rating. I am a fast learner with a proven ability to prioritize and complete multiple tasks. I am highly motivated, work well on a team, and complete assignments when expected with little supervision. For example, when I worked for Citigroup, I mastered the new Extended Services software system in record time while managing my ongoing daily call load, call tracking, and other responsibilities. I also resolved 99% of my problem calls with no call back and sold our new, low interest credit card to 30% of my callers. My enthusiasm, along with my ability to adapt quickly to challenges, will be a benefit to your company.”**

### Create a Mini Sales Pitch

Below is an example of a **Mini Sales Pitch** to use at the close of an interview to remind the interviewer of your value and leave the interview on a positive note.

**“I just want to remind you that I have over 3 years experience in customer service and I have the communications, listening, and problem solving skills to make an immediate contribution to your team.”**

## Resume Tips

1. Put your **Objective**, **Professional Summary**, and **Computer/Specials** sections at the top of your resume in the order listed here. Remember, hiring managers, HR staff, and recruiters get lots of resumes and only spend about 10-15 seconds per resume deciding whether to screen you in or out. That's why this critical information needs to be at the top of your resume to help sell you.
2. Place your **Education** section at the bottom of your resume. Education is important but it's not the most critical issue for people reviewing resumes. For the most part, resume reviewers assume you have the level of education specified in the job description or you wouldn't be applying.
3. In your **Employment History** section, try to avoid having more than bullet points to describe the skills you have for each job. Also, limit the length of each bullet point to two lines max. Be sure to start out each bullet point with an action verb (see list in your packet).

If you're describing your skills in paragraph form, try to limit the size of the paragraph to about 8 lines max. Also, start each sentence in the paragraph with an action verb and avoid have excessively long sentences.

If you have too much information for each job or skill, this can be overwhelming for the reader and indicates you may be trying to provide too much detail.

4. If you have a significant **gap in your employment history**, there are two ways to handle it. One way is to create a Functional version of your resume that hides your employment gaps. This sometimes works but many employers and recruiters online job sites only accept resumes in Chronological format.

As an alternative, you can use your Chronological version and specify what you did during the gap period(s). For example, you might have volunteered at a retirement community, gone back to school to get an advanced degree, taken care of your ill father, etc. You could also say you were laid off/downsized by your previous employer and you were doing these activities to help others while you were looking for a new job.

5. Don't send out your resume or cover letter with errors. It can be the kiss of death!

First, spell/grammar check your resume and cover letter for spelling, grammar, and punctuation errors. Then have someone else manually check these documents to find errors that the spelling/grammar checker may have missed. For example, "Flow the candle out and got me another ones." has three underlined typos in it the spelling/grammar checker won't find and only a close manual review will catch them. In particular, watch out for words that are correctly spelled but are the wrong word (e.g. Flow should be Blow), words that are the wrong tense (e.g. got should be get) and words that have singular/plural issues (e.g. ones should be one). Also, watch out for misused articles (e.g. "an hat" should be "a hat." Once you've done this, then you can send out your resume and cover letter.

# Linda Smith

(Sample Chronological Resume – Targeted/Branded)

70 Villa Canyon #490  
Tampa, FL 33617

**CANDIDATE FOR:**  
**Senior Customer Service Representative**

813-421-0001  
lsmith@charter.com

*Effective Customer Service Specialist who solves customer problems quickly with fewer than 3% callbacks and sells new products to over 30 % of the customers calling in for support.*

## SKILLS SUMMARY:

**Customer Service Representative** with over 3 years experience resolving customer problems and consistently maintaining a high call volume and customer satisfaction rating. I am a fast learner with a proven ability to prioritize and complete multiple tasks. I am highly motivated, work well on a team, and complete assignments when expected with little or no supervision. For example, when I worked for Citigroup, I mastered the new Extended Services software system in record time while managing my ongoing daily call load, call tracking, and other responsibilities. I also resolved more than 97% of my problem calls with no call back and sold our new, low interest credit card to over 30% of my callers. My enthusiasm, along with my ability to adapt quickly to challenges, will be a benefit to your company.

## COMPUTER/SPECIAL SKILLS:

- **Job Functions:** Customer Service and Call Center Skills, Problem Solving Abilities, Sales, and Coaching
- **Software:** Windows 98/2000/XP, MS Office 2000/2003/2007, Internet Explorer, and Call Tracking and Sales

## EMPLOYMENT HISTORY:

### **Citigroup, Tampa, FL**

*Customer Service Representative*

July 2003 – Present

- Answered customer questions and resolved problems related to credit card transactions and balances. Resolved 99% of incidents with no call back
- Promoted sales of low interest credit cards to customers and processed balance transfers for customers accepting the offer. Sold to 30% of customers.
- Maintained knowledge about products and able to answer customer questions from information on Intranet site
- Maintained positive attitude in busy and demanding environment
- Preserved confidentiality of Citigroup customers and employees

### **Computer Associates, Tampa, FL**

*Senior Telesales Representative*

May 1999 - June 2003

- Sold mainframe backup and security software to customer and exceeded my sales quota each quarter by an average of 20%.
- Coached new and existing telesales representatives to effectively sell our products and all reps were able to meet or exceed their quarterly sales quota.
- Contributed sales tips to the quarterly sales newsletter
- Participated in the development and delivery of the annual sales kickoff meetings

### **CompUSA, New York, NY**

*Sales Representative*

August 1998 - April 1999

- Sold PCs, printers, peripherals and software and was the top seller in the organization
- Assisted customers with question and problems with their hardware and software
- Sold training classes on windows and applications software to customers

## EDUCATION:

Associate of Science Degree, May 2003  
Hillsborough Community College, Tampa, FL

**Date:**

**Copyright 2008 Training Tamer Inc.**

**Page: 4**