

WRITING THE VALUE STATEMENT

What is the purpose of the Value Statement?

The value statement replaces the traditional “Objective.” It is a two part format which includes the following:

- 1) What kind of employment you are qualified for: (the BILLBOARD section) –and-
- 2) What kind of skills or qualities you bring to the job (the INTRODUCTION section)

BILLBOARD - This is the “three second” attention-getter.

Example 1

Line 1: Include the job title(s) you are qualified for on the top line.

Line 2: Give one summary of experience with description

Line 3: (Optional) Give an accomplishment statement.

**CUSTOMER RELATIONS EXECUTIVE
10 years of innovative leadership.
Increased sales and profits in every position.**

Example 2

Line 1: Include the job title(s) you are qualified for on the top line.

Line 2: Major Accomplishment

Line 3: (Optional) Professional reference statement (if appropriate)

**GRAPHICS ^ WEB DESIGN ^ ILLUSTRATION
Blue Ribbon Winner 2008 - Most Innovative Design**

Design Weekly article “Lisa is one of the most, talented designers I have met. She has an uncanny ability to exceed expectations and wow with sheer creative genius.”

INTRODUCTION - The Value Statement is *not* about what *you* want the company to *give* you.

When writing your introduction, keep it brief. There are several options below.

Quality – Title - Summary

- a. Compassionate home health aide of 7 years. Especially enjoy working with children who have developmental difficulties. Specialty is teaching life skills in a group setting and providing unending patience.
- b. Energetic customer service representative. Seeking new opportunities to learn more in a retail environment. Accurate cash-handling and cheerful customer interaction.

Philosophy or Goal

- c. Team-promoting professional who fosters personal responsibility in a growth oriented atmosphere. Main focus is superior customer contact and long-term customer relations.

ADDITIONAL HEADINGS YOU MAY USE ON YOUR RESUME

Additional Employment (may include Part-Time)

Awards

Campus Activities

Collegiate Activities

Honors

Internships

Laboratory Skills

Leadership

Licenses

Memberships

Military

Practicum

Presentations

Professional Associations

Professional Affiliations

Professional Development

Professional Publications

Related Coursework

Student Teaching

Travel

Volunteer

Workshops

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SENIOR RECRUITMENT PROFESSIONAL

~ Technical and Professional Recruitment from Entry-Level to Executive ~
~ Builds Exceptional Client and Candidate Relationships ~

Well-respected professional who blends strong recruitment experience with a background in sales and business management. Exceptional ability to understand business needs and build rapport with hiring managers. Proven ability to source, select and secure top-notch candidates for multiple concurrent positions.

Areas of Strength Include

- Multi-Location Recruitment
- Applicant Tracking Systems
- Web-Based Sourcing/Recruitment
- Building Strong Referral Networks
- Virtual Team Management
- Integration of E-Recruiting and HRIS
- Behavioral Interviewing
- Client/Hiring Manager Relationships
- Diversity Hiring
- Visa/Green Card Application Process
- Offer Negotiation & Closing
- Database Creation & Maintenance

PROFESSIONAL EXPERIENCE

ACHIEVE CORPORATION, San Francisco, CA

1998 – 2004

SENIOR RECRUITER, FIELD SALES & MARKETING, TECHNICAL CONSULTING (2000 – 2004)

Promoted to this high-volume recruiting position with initial accountability for San Francisco location. Subsequently assumed responsibility for Denver, Phoenix and Southern CA and handled numerous national and corporate positions. Designed and delivered training classes and web-based training for hiring managers, including behavioral interviewing, diversity hiring and career path development. Managed between 25 - 40 open positions at any one time.

- **Cut average cost-per-hire by 20 % and reduced average days-to-fill positions by 35%**
Greatly enhanced candidate screening by working closely with hiring managers to understand their business requirements. Consistently scored in top 20% on customer satisfaction reviews.
- **Filled 250+ positions with top-notch candidates**
Utilized a wide variety of methods to generate candidates, including web-based sourcing, internet postings, internal and external networking, job fairs and referral programs.
- **Improved diversity hiring by 25% in support of corporate diversity initiative**
Partnered with diversity recruiters and events team to build a candidate pool, and also spearheaded innovative “diversity road shows” in each location.
- **Exceeded hiring goals every year between 2000 and 2004**
Restructured the recruitment group to improve service; built cross-functional virtual teams to streamline the process, share best practices and enhance efficiency. Developed proprietary intranet sites to allow virtual teams to share information and resources.

TECHNICAL RECRUITER, INFORMATION TECHNOLOGY GROUP (1999 – 2000)

Sourced, interviewed, and hired qualified candidates for sales and support IT groups and various product development teams. Partnered with college recruiting groups to fill entry-level roles. Worked closely with hiring groups to create and refine hiring goals and objectives. Managed external agency relationships to maintain candidate flow and control costs.

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SENIOR SALES AND MARKETING EXECUTIVE

Business Software Solutions ▪ CRM ▪ Sales Force Automation ▪ Sales Process Consulting

Dynamic, high-performance executive with a proven ability to build and lead top-flight sales teams and an aggressive drive for results. Broad industry experience with special expertise in sales force automation and product configuration for client/server, web and hosted CRM products. Consistently proven able to hit the ground running, inspiring others and producing exceptional results within a short period of time.

Management Strengths Include:

- Solutions-Oriented Selling
- Revenue and Profit Growth
- Contract Negotiations
- Consultative Sales Approach
- New Market Penetration
- Key Account Management
- Branding and Positioning
- P&L Management
- Product Configuration

Entrepreneurial leader known for ability to penetrate new markets, produce impressive sales results and grow market share and profitability

PROFESSIONAL EXPERIENCE

ESYSTEMS, INC.

2003 – PRESENT

Fortune 500 company specializing in transactional processing and business process outsourcing internationally.

Vice President of Sales and Marketing

Recruited to expand B2B market for hosted version of SalesLogix CRM product. Given full accountability for planning and executing national sales strategy, identifying and capturing key accounts, and establishing a competitive market position. Currently report directly to SVP, Sales and Marketing.

- Reduced licensing costs by 75% after identifying that pricing issues would hinder a successful market entry. Renegotiated critical agreement with SalesLogix, thereby positioning the company to compete favorably with other hosted solutions.
- Defined target market and developed comprehensive market positioning, branding, and pricing strategy.
- Conceived and managed low-cost marketing campaigns, building strong awareness despite limited marketing budget. Combined carefully targeted direct mail and email campaigns with educational executive briefings to effectively position the brand with the target demographic.

I-LEVEL BUSINESS SOLUTIONS, INC.

2000 – 2002

Leading global Microsoft Business Solutions consultancy in the world

Director of eCRM for the Northeast

Joined i-Level after their acquisition of Prime Technologies and assumed full responsibility for P&L, marketing, business development and sales for all front-office applications in the Northeast region. Accountable for annual regional sales target of \$8 million. Provided strategic and tactical leadership to team of eight.

- Successfully integrated the Prime team into i-Level culture, maintaining high morale and low employee turnover during the transition.
- Delivered 236% of sales quota in the first year, outperforming every other region in the company.
- Created a high-performance, high-reward culture by setting challenging individual sales targets, monitoring performance and rewarding top-producers.
- Achieved platinum (top dealer) status with two major publishers within nine months.