

Exercise 1

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STRESS THE BENEFITS:

There is an old adage in sales which says 'You sell the sizzle not the sausage'. In other words, it is the benefit that is bought not the feature. For example, you might be the best Field Service Engineer there is, but that is not why you are hired. It is because your skills mean minimum downtime. It is the latter which is the real reason for hiring you. In thinking about your achievements at work, it is necessary to ask yourself the question 'Who benefited from my work and in what way'? Then when talking about yourself your statements can become what is known as benefit laden.

WHAT HAVE YOU DONE ?

- * to increase your organisations capability
- * to demonstrate you are a high performer
- * to increase revenues
- * to satisfy your customer / clients
- * to improve quality or service to reduce costs
- * that was financially valuable to others
- * that demonstrates your ability to increase quality
- * that you are proud of
- * to reduced increase efficiency

HAVE YOU ?

- * trained/supervised others
- * received awards/decorations
- * instituted new procedures
- * reduced inventory levels
- * identified problems
- * installed new systems
- * increased safety
- * decreased scrap
- * reduced absenteeism

ASK YOURSELF QUESTIONS SUCH AS:

- * What were the results ?
- * What could the company do now ?
- * For what ?
- * How many ?
- * Why were you chosen ?
- * What did this mean ?
- * So what ?
- * By how much ?
- * Which ones ?

Employers are far more interested in what you can do for them, than in what skills or abilities you have as an individual. The interviewer will try to establish what benefits you might bring to the organisation and where those benefits outweigh those of other candidates.

Your CV should be presented as a benefits package to the your prospective employer, a useful tip before the interview is to practice putting together useful phrases starting with:-

- Which means that
 - Which resulted in
 - So that
 - The benefit was
 - We gained because
 - The advantage was
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TO EMPHASISE YOUR ACHIEVEMENTS, STRENGTHS, SUCCESSES
QUANTIFY FACTS WHERE YOU CAN: USE POSITIVE ACTION VERBS
WHERE YOU CAN.

POSITIVE/ACTION VERBS:

Accelerated	Decreased	Formulated	Obtained	Replaced
Achieved	Defined	Fulfilled	Operated	Reported
Acquired	Demonstrated	Generated	Optimized	Represented
Adapted	Designed	Guided	Organised	Researched
Addressed	Developed	Handled	Originated	Revamped
Administered	Directed	Identified	Participated	Revised
Advised	Documented	Implemented	Performed	Saved
Affected	Edited	Improved	Persuaded	Selected
Analysed	Eliminated	Improvised	Pioneered	Served
Appraised	Employed	Increased	Planned	Settled
Approved	Enforced	Incurred	Prepared	Simplified
Arranged	Engineered	Initiated	Presented	Sold
Assembled	Enhanced	Inspired	Processed	Solved
Assessed	Enlarged	Instituted	Procured	Standardized
Assumed	Ensured	Instructed	Produced	Started
Audited	Established	Interpreted	Programmed	Strengthened
Broadened	Estimated	Interviewed	Proposed	Studied
Budgeted	Evaluated	Introduced	Proved	Summarized
Built	Exceeded	Investigated	Provided	Supervised
Co-ordinated	Executed	Launched	Published	Supplied
Changed	Exercised	Led	Purchased	Supported
Collaborated	Exhibited	Located	Recommended	Surpassed
Communicated	Expanded	Maintained	Recorded	Surveyed
Conceived	Expedited	Managed	Recruited	Systemised
Concluded	Experienced	Marketed	Redesigned	Terminated
Constructed	Exposed	Maximized	Reduced	Tested
Contributed	Extracted	Minimized	Refined	Trained
Controlled	Facilitated	Motivated	Regulated	Upgraded
Converted	Forecasted	Negotiated	Repaired	Wrote

STAR EXAMPLES

S.T.A.R. represents three types of information to demonstrate behaviours and accomplishments, or in other words how your key skill qualifiers were applied in the work environment. S/T - describes the Situation or Task preceding the A - or Action expressing specific activities taken by you. R - is the Result describing the impact or consequence of the actions taken. The results are your 'value' and will be expected by hiring managers to screen and select candidates. Your STAR examples should reflect as much as possible your depth of knowledge, level of ability and value for each key skill/qualifier.

KEY SKILLS

MARKET RESEARCH:

Situation	While in the Consumer Division as Product Manager, assigned to a team of product developers on a high risk product.
Task / Action	I performed market research using PC based systems and customer surveys to identify historical trends for yearly projections and successfully restructured the proposals.
Result	This effort eliminated redundancy and efficiency providing opportunity for success.

PROJECT MANAGEMENT:

Situation:	In marketing I was responsible for a research project for the new product development group.
Task / Action	I developed a team of researchers, conducted research, wrote and analysed surveys, participated in focus groups and wrote final reports.
Result	All goals and requirements established by the customer were met and product was abandoned saving the company £4 million.

PRODUCT DEVELOPMENT:

Situation	Responsible for overseeing the development of Desktop Services for major accounts.
Task / Action	I defined product services and roll-out plan for complete operations, developed business plan and successfully found funding.
Result	Product was implemented on time and under budget providing complete customer satisfaction and repeat business.

STAR EXAMPLES

The results are your 'value' and will be expected by hiring managers to screen and select candidates. Your STAR examples should reflect as much as possible your depth of knowledge, level of ability and value for each skill / qualifier. Identify the time frame (begin - end dates) for each STAR example and monetary or time savings to the company if you can.

KEY SKILL _____ TIME FRAME _____

Situation

Task / Action

Result

KEY SKILL _____ TIME FRAME _____

Situation

Task / Action

Result

KEY SKILL _____ TIME FRAME _____

Situation

Task / Action

Result

KEY SKILL

TIME FRAME _____

Situation

Task / Action

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Situation

Task / Action

Result

KEY SKILL _____

TIME FRAME _____

Situation

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