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## How to write a good CV

Writing a CV can be very daunting and time-consuming for some so it is important that you keep it up-to-date once every 9-12 months - you never know when you'll need it!

In today's competitive job market, it is imperative that you stand out from other candidates. Your CV needs to be professional, interesting and that it values your career so far, because don't forget, it is your business case for a company to employ you. To help you I have prepared some top tips on CV writing below:

### Top CV Writing Tips:

- Professionally presented with a clear format
- Ideally two pages long
- Consistent font type and size throughout
- Keep it black and white (e.g: you want to stand out from the other candidates but in the right way)
- Ensure it is not too generic and tailor it to the role you are applying for
- Use positive words (e.g: developed, negotiated, increased, won, growth, promoted etc..)
- Ensure all information is factual and do not expand or exaggerate (e.g: you will be asked to back up your figures at interview so do not lie)
- Triple check grammar and spelling before sending

## CV Example

Name  
Address  
Home Telephone Number  
Mobile Number  
Email Address

### **Personal Profile (optional)**

- If your CV is good and speaks for itself, you shouldn't need to write a profile.
- But if you do - Keep it brief and make it stand out from your competitor candidates
- Do not generalise it with buzz words that are on everyone else's CV  
(eg: Highly motivated, enthusiastic, self motivated etc..)

### **Education & Qualifications**

Dates                      Name of University  
Degree taken and Grades (eg: BA (Hons) in Business Management 2:1)

Dates                      Name of College  
Courses completed and Grades (eg: 3 A Levels, Diploma etc..)

Dates                      Name of School  
Number of GCSEs and Grade bracket (eg: 9 GCSEs A-C)  
(Do not list each grade for each GCSE subject)

### **Career History**

**Dates                      Name of Company, Location  
Job Title**

\*\* If you have progressed within the same company, ensure this is highlighted with dates and job titles. Companies like to see that you have been promoted and it shows ascendancy.

Provide a summary of what the company does and their target market. Give an idea of their market position, company turnover and number of employees.

### **Responsibilities** (use bullet points)

- Do not insert your job description from your contract here!
- What are/were you selling?
- Who are/were you selling to?
- What was the split between new business and account management? (eg: 60/40)
- What was the value of the individual accounts you were managing? (Blue Chip clients like this)
- Are/were you managing other employees? (eg: 2 Sales Executives, 1 Sales Admin)
- Did you devise and negotiate Joint Business Plans with the client?

### **Sales Figures** (use bullet points)

- Provide details of your performance on sales targets against actual sales
- Even if it's below, state the facts as interviewers like honesty!

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Achievements (use bullet points)

- Overachieving expectations (eg: achieved 132% of target)
- Big account wins following a successful pitch
- How you have developed accounts? (eg: Developed client 'x' from £250k to £4.3m in 3yrs)
- Number of new clients won if in a new business role
- Awards won (eg: Top sales person 2009 & 2010)
- Position in company sales league table (eg: 1<sup>st</sup> out of 35)

Negotiation Skills (use bullet points)

- Evidence of you increasing margin, pricing or shelf space if managing retail accounts
- Renewal of existing contracts

Presentation Skills (use bullet points)

- Experience where you have devised and delivered a pitch for a new client or contract
- At what level were the people that you pitched to? (eg: CEO, MD, Directors)

**Repeat the above for previous roles....**

Only go into this depth for the last 5yrs then minimise previous roles but in the same presentation format.

**Personal Achievements & Interests (optional)**

- If you add this on your CV - Make it interesting!
- Avoid clichés such as 'Socialising', 'Eating out', 'Gym', 'Cinema' etc..
- Do not put names and ages of your family members or pets (eg: You will not get the job because you have a Poodle called Sooty!)