

RESUME & PROFILE WRITING TRAINING PROGRAMS

Capturing Client Information

Questions to Ask Your Clients

- What problems did he encounter and how did he overcome them?
- How did he make that company better – stronger, more competitive, more efficient, more profitable?
- How did he benefit co-workers and customers?
- What ideas did he come up with, and what were the benefits?
- How did he save money, cut costs, improve productivity, increase efficiency ... and by how much?

Question to Move From General to Specific

- Can you give me an example?

Add Context to Add Meaning

Example #1: Sales Associate: THE GAP, 2011–2012: Assisted customers with merchandise choices and through the check-out process. Maintained store inventory in neat, clean, and appealing displays. Worked in a team environment on special projects at the request of the store manager.

Example #2: Sales Associate: THE GAP, 2011–2012: Joined the Boston area's largest Gap location at the most short-staffed time in recent history. Rapidly learned new job and trained a heavy flow of new hires. Became store manager's go-to person for special projects and customer requests.

QUESTIONS TO ASK

General Questions About The Company

- What is the company's primary line of business?
- What are its annual revenues, and have those revenues increased during your employment?
- What markets or customers does the company service/supply/support?
- Is the company local, regional, national, or international?

General Questions About The Position

- What is the scope of your position; for what daily business functions are you responsible?
- Do you have any management responsibilities for personnel, projects, functions, organizations, revenues, profits, or anything else?
- Have there been any particular challenges associated with your position?
- Have there been any specific opportunities associated with your position?
- Where you promoted from one position to another? How quickly? Based on anything in particular?
- Do you have budget or any other type of financial responsibility?
- What other departments or organizations do you "touch" as a routine part of your job?

Questions About Making Money

- Did the company's revenue increase during your tenure? If so, by what percentage?
- Would you say that the increase was average, above average, or phenomenal?
- Did you help impact (directly or indirectly) that increase? How?
- How did this accomplishment relate to the sales goals for the organization?
- How did the company rank in comparison to other branches or to other competitors?
- Did market share increase? Were you directly or indirectly responsible or contribute in any way?

Questions About Saving Money

- Did you have access to expense numbers?
- Did you suggest any ways to cut costs in your team, department, unit, branch, or company?
- What were the before and after numbers or percentages of the savings?
- Was the savings significant in comparison to the total budget?
- Did the savings give the company a competitive advantage? If so, how and what was the final result?

Questions About Saving Time and Improving Productivity and Efficiency

- Was there a reduction-in-force while you were there? Or, did you find yourself managing the work previously done by more than one person?
- Can you tell me about any tasks that used to take a lot longer to accomplish and what you did to streamline the process, function, or activity? Was the savings sustainable over time?

- What part did you have in reducing the time to complete these tasks?
- Did you regularly meet all your deadlines?

Comparisons

- Comparisons with your past performance
- Comparisons with competitors
- Comparisons with the industry average
- Comparisons with the company average
- Comparisons with your predecessor in the position

Questions About Performance and Overall Qualifications:

- What are you most proud of?
- What did supervisors compliment you for?
- What do your performance evaluations say?
- What were your performance goals? Did you meet them? Exceed them? How does that compare to (see comparison questions above)?
- What are you known for?
- What do you do that others can't or don't do?
- What would "fall apart" or "slide downhill" if you weren't at your job for a week?
- What did you do that saved the company money or time?
- How did you contribute to the bottom line?
- Where you the first, best, or most effective in any particular function or organization?

Good "Support" Phrasing for Accomplishments (For clients who didn't take the lead or can't take full credit for an accomplishment)

- Contributed to ...
- Partnered with ...
- Co-managed with ...
- Aided in ...
- Played instrumental role in ...
- Achieved as member of 7-person task force that ...
- Collaborated with department manager to ...
- Participated on committee that ...
- Supported a ...
- Bolstered company-wide efforts leading to ...
- Selected for national team that ...

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