

## BEFORE

Take 10 seconds and compare these resumes.

- ① Read Terry's objective statement in this resume. Compare it to the first section in her after resume.
- ② Does the after resume look and sound like an entirely different person?  
  
This is a very good example of how we all under-market our skills & abilities.
- ③ Which resume integrates and sells Terry's college training the best?
- ④ Which one has the strongest functional skill headings? Which set of headings creates a higher level image of Terry's skills?

### **Terry Calhoon**

3890 Route 30  
Billington, Oregon 98383  
(555) 555-5555

#### **Objective:**

**Seeking a Customer Service position combining my clerical, customer service and supervisory skills.**

---

#### **Clerical Skills:**

- Wordprocessing application skills include MS Word for Windows, Excel and spreadsheets.
- Coordinated multi-linephones for 100 departments and 200 extensions.
- Time management and organizational skills.
- Typing at 35 wpm.

#### **Customer Service Experience:**

- Over 5 years working with the public.
- Assisted over 200 customers daily simultaneously, over the phone and in person locating products for customers.
- Handled over \$10,000 cash daily, accurately.
- Approved up to \$200 for checks and charges per transaction.
- Processed and filled orders from over 150 customers daily.
- Helped customers with special needs to locate their purchases.

#### **Supervision and Training:**

- Supervised and trained up to 6 employees in cashiering and stocking.
- Trained employees in order processing.
- Supervised employees in inventory and quality control.
- Coordinated employee performance evaluation process with 8 department heads, management, Vice President and President.

---

#### **Education:**

Certified Customer Service Representative

#### **Work History:**

Used Production Development at Unique Salvage  
Cashier / Customer Service for Kids'R Us  
Cashier / Customer Service at Ghorms Drive In

## AFTER

**Terry Calhoon**  
(555) 555-5555

3890 Route 30  
Billington, Oregon 98383

### Seek a Customer Service position utilizing the following experience:

- Overseeing customer service procedures for up to 600 customers daily, processing sales in excess of \$2 million annually.
- Utilizing MS Word and Excel to prepare departmental documentation and managerial reports.
- Customer Service Representative Certificate, Fairview College 1996.

### **Customer Service Representative**

- Managed my own station in addition to training/supervising staff providing customer service to over 600 customers, processing up to \$21,000 daily.
- Increased revenues by promoting add-on sales and speciality/seasonal items.
- Coordinated customer service with 8 departments - returns and exchanges, product departments, electronics, stocking, receiving and maintenance.
- Communicated with 4 regional stores to coordinate customer orders.

### **Training - Profitable Customer Service**

- 4.0 GPA completing 720 hours of Advanced Training in Professional Customer Service and Administrative Procedures for the corporate office:

Front Line Service	Sales & Marketing	Office Administration
Case Studies & Analysis	Cross & Up Selling	Customer Data Systems
Complaint Resolution	Features & Benefits	New Account Set-Up
Order Fulfillment	Discounts & Percents	Records Control

### **Computerized Office Applications**

- Produced correspondence, tables, reports, graphic charts, formletters and spreadsheets using Word for Windows and Excel.
- Managed multi-line phones for 100 departments and 200 extensions.
- Coordinated reception, administrative and customer service activities.
- Demonstrated ability to solve problems, promote public relations and accurately complete administrative reports and tasks.

### **Staff Supervision / Training**

- Supervised and trained over 40 managers and customer service staff in sales, cashiering, problem solving, inventory control and schematics.
- Oversaw operations for new facility, audit reports and cash accountability.
- Coordinated employee performance evaluations with 8 department heads, management, Vice-President and President.

### **Work History**

Customer Service Representative (cashier) - Kids'R Us  
Customer Service / Staff Training - Ghorms Drive In

*Terry had created a weak resume for several reasons:*

- ① She had worked in retail positions at a toy store and a fast food drive-in.
- ② Terry's image of these jobs didn't match her image of a corporate customer service representative. So she didn't believe her skills were important.
- ③ However, she had gained a lot of skills needed in a corporate customer service position.
- ④ Detailing and listing all of the skills she had developed that match customer service positions made her resume much stronger.