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**A Simple Resume That Works for Sales Professionals.....**

I see hundreds of resumes each month and while some are good, most need work. If you are a sales person, ask yourself what a VP of Sales (assuming this is the contact person) will want to see. Most people include elaborate **summary statements, mission statements, summary of qualifications and detailed information about the technology they sell... OVERLOAD** (I even know what EMC sells). What they fail to do is clearly highlight RESULTS. If you *take out the "filler"*, your results will stand out!

*When a hiring manager is faced with a stack of 100+ resumes, what is he really looking for?* The below 2 samples have proven effective over the last ten years. They are simple to read, show RESULTS and also highlight the big name accounts most every company is trying to sell to.

**Vertical Market Sales Sample**

Summary: Dynamic sales leader with a 13+ year history of exceeding profit and growth targets. Strategic thinker with record of identifying and capitalizing on opportunities, developing winning solutions aligned with client needs, and negotiating multimillion dollar, multiyear contracts.

**PROFESSIONAL EXPERIENCE**

ABC Software - Regional Sales Executive- Media Entertainment 2006 to Present

Responsible for building a media and entertainment market. Developed a successful partner program, designed and implemented a complete SaaS offering and leveraged a direct sales model. This combination of approaches resulted in the acquisition of over *100 targeted accounts* in less than 18 months and a revenue growth from *\$15M in 2006 to over \$75M in 2009.* (500% increase)

*Sales Accomplishments:*

**2009- Sold \$19.5M- 148% of quota**

*Account wins include: Disney Corp, Sony Studios, ABC, ESPN, Parks and Resorts, DIMG*

*\* Presidents Club Award Winner*

*\* Ranked #2 in the US (out of over 150 reps)*

*\* Top ranked Rep in the Western US*

*\* Sold largest deal in company history with ABC Studios - \$7.5M- 4 year contract*

**2008 – Sold \$13M- 125% of quota**

Account wins include: Disney Corp, CTB Studio, ABC, ESPN, CTA Entertainment, Warner Bros

- \* Presidents Club Award Winner
- \* Ranked #3 in the US (out of over 150 reps)
- \* Top ranked Rep in the Western US

**2007 -Sold over \$11M - 187% of quota**

Account wins include: Yahoo, Paramount, Fox, DIRECTV, MTV, Fox Sports, ABC TV

- \* Presidents Club Award Winner
- \* Number 1 Rep in the US (out of over 300 reps)
- \* Sold largest deal of the year (Fox- \$4.5M)

**2006 -Sold over \$9M- 150% of quota**

Account wins include: Sony Pictures, ABC Studios, Fox Entertainment, CBC Sports

- \* Presidents Club Award Winner
- \* Number 4 Rep in the US (out of over 300 reps)
- \* Top producing new hire
- \* Rookie of the Year (out of over 100 reps)

**EDUCATION:**

Seton Hall College- West Orange NJ, MI Bachelor of Arts Degree  
Major: Business Administration with an emphasis in accounting.

**SALES TRAINING:**

ABC Software Solutions Sales Training  
Franklin Covey, Helping Clients Succeed, Microsoft's preferred sales training class

**COMPUTER SKILLS:**

Lotus Notes email, Lotus 1-2-3, Lotus Freelance, Microsoft Office, Microsoft Exchange, Seibel, BRIO, Congas, Social Software, Sales force

**Sample 2 - Basic Format**

**SUMMARY**

*(Your summary should change depending on the position you are applying for)*

An accomplished sales executive with a proven track record for consistently overachieving quota. Experience selling into most vertical markets, including : media/entertainment, healthcare, banking, technology and manufacturing.

**EXPERIENCE**

**ABC Networks** – Regional Sales Manager, 2005-present

Responsible for selling networking products to major accounts in California.

**2008 Quota Achieved- 133%**

Sold over \$3M (MySpace, Sony Mobil, Disney)

• **Presidents Club Winner**

***2007 Quota Achieved- 155%***

Sold over \$3M (ABC Inc. , CBS, NBC))

- **Presidents Club Winner**

***2006 Quota Achieved- 125%***

Sold over \$2.4M (Pardee Homes, Thomas Guides, Idealabs, Wells Fargo)

- **Presidents Club Winner**

***2005 Quota Achieved -175%***

Sold over \$3.8M (Smashbox Studios, Fox Sports Net, Universal Studios)

- **Presidents Club Winner**

**CCC Communications** – Account Manager, 2001-2004

Responsible for selling complete line of hosting services to new business in the Western US.

***2004 Quota Achieved- 205%***

Sold over \$4M (Disney/ABC, Taco Bell, ESPN, Universal Studios)

- **Winners Circle**

***2003 Quota Achieved- 235%***

Sold over \$4M (Countrywide , AMD, Kaiser Permanente, Sony Pictures, Disney)

- **Winners Circle**

***2002 Quota Achieved- 180%***

Sold over \$3.8M (Philips, Thomas Guide, Washington Mutual)

- **Winners Circle**

***2001 Quota Achieved- 205%***

Sold over \$4.8M (TTC Inc., Johnson Controls, UBC Bank)

- **Winners Circle**