

*Top Sales Leader who hired 4000+  
candidates reveals...*

Secret Techniques to  
**Get Your  
Resume  
Shortlisted  
Everytime.  
Guaranteed !**

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# Why should you trust me ?

The techniques that I am going to show in this guide are priceless !

These are not bookish academic techniques that 90% of guides on the subject cover.  
( Needless to say - they do not work ! )

These are techniques that I used to change my resume to get interview calls from 7 out of 10 companies that I applied to...

And I tested these methods on my friends, colleagues, clients...With the same results every-time.. That is why I extend you this promise that these techniques will work on your resume..

Every Single Time !!

Wish to see you successful,

*Gaurav*

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# What will you learn?

7 Devastating mistakes to Avoid while making your resume

3 Secret Techniques to get 150% more interview calls

7 Point Ultimate Resume Checklist

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# 7 Devastating Mistakes to Avoid while making Your Resume

## Mistake # 1. Missing Professional Summary

A professional summary helps your recruiter gets a first impression of your skills and experience. Many candidates miss this critical section and as a result do not get the attention they deserve.

### **SALES & BUSINESS OPERATIONS / PROJECT MGMT/ ENTREPRENEURSHIP**

Determined **sales strategist & operations leader** with **over 10 years of successful track record** in building new businesses, pushing growth, managing operations and turnkey projects , improving customer fulfillment, securing customer loyalty and forging strong relations with external partners. Handled **product volumes worth over INR 4800 mn** and **team sizes over 80 members**. Exceptional mentor and coach with innate leadership abilities to **recruit, build and retain top-performing teams**. Versatile professional with impactful stints across **E-commerce, Edu-Tech, Travel, Oil & Gas, and E&P at Public, Private and Startup firms**. Focused on profitability & customer centric approach. *Core competencies include:*

Strategic Business Planning • Enterprise (B2B) and Consumer (B2C) Sales • Channel Management • Government Tie Ups  
CXO Level Interactions • Negotiations • Partnerships / Collaborations • Budget/P&L management • Goal Setting/KPIs Design  
Performance Monitoring • Recruitment, Coaching & Mentoring • Engineering & Design • Project Management  
Process Development • Customer Fulfillment • Statistical Process Control • Entrepreneurship • Events Management  
Google Adwords, Analytics • Photoshop • Programming (Python/Django/JavaScript/SQL) • MS Project, MS Office

If you are a seasoned professional, do not be humble while drafting your professional summary.

Boast your skillsets - You are the one responsible for marketing them. You cannot avoid this 'sacred' duty.

Remember to include the Core Skills bullets below the Professional Summary. These will help you grab attention from the recruiter and will

also help you rank better in the Applicant Tracking Systems (ATS).

What to do if you are a fresher ?

If you are a fresher with 1-3 years of experience, you can build an academic summary instead of a professional summary.

If you are a fresher, include your academic summary.

Include your subjects of interest, internships, relevant electives, computer or programming skills. You can include volunteer-ship experience if any to boost your candidature.

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### SUMMARY

Enthusiastic and result oriented engineering student with leadership experience of managing College Entrepreneurship Club activities, Annual Techfest Event and Career Cell operations. Interned with top MNCs in projects management and engineering design. Key Competencies / learning interests Include:

- Event Management
- People Management
- Power Electronics
- Fundraising
- Electrical Design
- Personality Coaching
- Selling & Marketing
- Machines
- Pedagogical Methods

## Points to Remember for Professional Summary ?

- ✓ Don't be humble. Draft a Hero's story in your professional summary.
  - ✓ Include core skills bullets to intrigue the recruiter as well as rank well in the ATS.
  - ✓ Freshers - build an academic summary instead of a professional work summary. Highlight your technical skills, internships, etc.
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## Mistake # 2. Missing Essential Sections

Missing essential sections of your resume can make it difficult for the recruiters ( as well as the ATS) to read through your resume. Structures help you rank better and get selected.

### Which Sections to Include if you are a Fresher?

If you are a fresher, include the following sections:

- Professional Summary
- Academic Summary
- Work Experience
- Notable Awards / Achievements

Most recruiters will look for your academic qualification if your experience is 1- 3 years. Do not miss out on this !

### Which Sections to Include if you are an Experienced Professional?

If you carry a very strong experience, you can choose to omit your Education, and if you have a reason to do so.

However, if you carry a fancy Education (or grades for that matter) , you should include them in your resume.

Do highlight your achievements at work in a section.

## Points to Remember for Essential Sections

- ✓ Include your Professional Summary, Education, Work Experience, Notable Achievements
  - ✓ Experienced professionals may skip Education if they have a strong work record that can completely woo the recruiter. But include it if you attended a top college or have a strong academic record.
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## Mistake # 3. Lengthy Resume

Quite often I have noticed freshers making near about an empty resume and professionals making a heavily stuffed resume. A lengthy resume would almost always be rejected by the recruiters. They just don't have the time to go through such resume.

### Which Sections to Include if you are a Fresher?

If your work experience is between 1-5 years, try to restrict your resume to a single page document.

In fact, for as long as possible in your career, try to build a single pager resume.

### Which Sections to Include if you are an Experienced Professional?

If you have a very strong experience ( more experience or lesser but deep experience) that needs more than one page, then you can go upto 2 pages.

However, do not fill space just to build a longer document. Use only the points most relevant to the job.

Exception for Academic CVs : if you belong to an academic field, and your research papers list runs into 3 pages, you can make a longer resume with a bibliography of your academic credentials at the end. You can do this because your records are relevant to marketing your skills.

## Points to Remember for Ideal Resume Length

- ✓ Freshers - do not go beyond a single page resume
- ✓ Experienced professionals may build a 2 page document, but need to ensure that only the most relevant points are included.



## Mistake # 4. No Match with JD

Most of the candidates make resume in isolation. They forget that it is a sales document and every sales document is framed with respect to the customers requirement.

Job Description (JD) is your customer requirement docket to refer from while making your resume.

### Why matching with JD helps ?

- Better ranking in ATS
- Chances of shortlisting improve significantly
- Matching with the terms known to industry/ client specific terms helps build better connect with recruiter

### How to match your Resume to JD?

- Read your JD carefully
- Pick out terms from the JD that also represent the jobs that you have done
- Use these verbs smartly in your resume

## Points to Remember - Matching your Resume with JD

- ✓ Read your JD carefully and pick out terms from JD that represent your skills. Use these terms in your resume.
  - ✓ Matching your resume to JD will help in better ranking in ATS, and ensuring that you get the attention of your recruiter.
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## Mistake # 5. Making Generic Statements in Resume

The world is full of clutter. Generic statements are not going to get you the interview call. If you want your recruiters attention, your bullets need to be precise and specific with facts and figures justifying your claims.

### How to make strong specific statements?

- Use Numbers. Always use numbers.
- Provide comparisons with benchmarks, peer performances, or industry standards.

### Simple framework to build an irresistible story in your bullets

- Define the Challenge you solved
- List actions that you took to solve it
- State Results that you achieved
- Compare the results to last period, company average, industry average, peer performance, etc
- List any award or recognition you obtained for that activity

## Generic Statement

*“ Responsible for sales of financial products in my area”*

## Interview Bagging Data-filled Statement

*“ Achieved 125% of the quota allocated of financial products (insurance, bank accounts, third party products) by conducting 50+ activation events in the area ; ranked within top 3 sales reps for the year 2022 globally”*

## Points to Remember - Building Specific Statements

- ✓ Use the Challenge, Actions, Results framework to build your story, and provide comparisons to add perspective for the recruiters
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## Mistake # 6. Skills not Displayed well

You are getting hired for your skills. Period.

If that is the case, then you need to display your skills through your resume effectively. If that is not done, you will not be able to attract the recruiter to interview you.

### So how do you ensure your skills are displayed in the resume ?

- **Focus on the Right Words.** Words are more powerful than you think. They can make or break your chances.
- A word like "Assisted" indicates you have helped in a particular activity, while a word like "Co-ordinated" means you held managerial responsibility as well.

### How to effectively display your skills?

- Not all skills are required for all jobs.
- Study your JD properly to understand the Skills that your recruiter needs for that particular job.
- Research about which words can effectively display that skill
- Check the industry norms for representing that skill
- Sprinkle such words generously in your resume

## Points to Remember - Building Specific Statements

- ✓ Research the JD to understand the skills requirement of the job.
  - ✓ Find the right keywords that represent your skills in your resume. Use these keywords generously in your resume, especially in your Professional Summary.
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## Mistake # 7. Missing Active Language

No one wants to hear a boring account of events. That is exactly why action movies get more successful than documentaries.

You need to ensure that your resume is interesting enough that it does not put your recruiter to sleep.

This can be done by using an Active Language in your resume.

### So how do you ensure that your resume communicates actively?

- Use active words like Led, Spearheaded, Contributed, Analysed that show self-drive and involvement
- Try to build a story with irresistible intrigue - combine Active Language with a Specific facts filled statement - and you have a winning believable story

### Points to Remember - Building Specific Statements

- ✓ Use active language in your resume.
  - ✓ Build a strong story instead of a narration of what you did. Portray a Hero's Journey.
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### 3 SECRET TECHNIQUES TO

# Get 150% More Interview Calls

- 1. Job Research.** Conduct strong research to know as much as you can about the job that you are applying to. Leverage research from JD, internet, LinkedIn connections, Friends who work on that job. Get fully aware of your responsibilities at that job.
- 2. Resume Alignment.** Align your resume by getting rid of the mistakes I pointed out in the last section. Build a specific, clear resume with a strong Professional Summary to hook the recruiter.
- 3. Hero's Story.** Create a Hero's story around what the recruiter wants. Research company's future plans and vision and align your parables to match that vision. This will make you a perfect fit for the job ( on resume, to start with. Then - You prepare hard !

*Build a Hero's Journey in your resume that the recruiter cannot resist. Your resume must woo the recruiter enough to get that coveted interview opportunity.*

# 7 Point Ultimate Resume Checklist

Use this checklist to ensure you doing the right thing.

## CHECKLIST

- Name, Contact Details - Email, Reachable Phone Number, LinkedIn Profile url Included ?
  - Professional Summary or Academic Summary with Core Skills Bullets included ?
  - Work Experience (or Project/ Internship Experience) Included?
  - Education Details included ?
  - Relevant achievements clearly shown in a separate section ?
  - Checked resume with respect to JD - Skillsets checked, Keywords checked ?
  - Resume speaks of a Hero's Journey - with Challenges, Actions, Results, and comparison with standards to provide perspective?
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# Thank you!

This guide encompasses years of my experience training students, professionals, subordinates to carve a great career pathway for themselves.

However, getting an interview call is only a first step to a thousands steps journey. It is a learning journey for all of us.

Planning your life according to your dreams, family responsibilities, success parameters is completely a different ballgame.

After all success means differently for all of us.  
Isn't it



## Need More Help?



Write to me at [realgauravyadav@gmail.com](mailto:realgauravyadav@gmail.com)



Follow me on Linked In :

<https://www.linkedin.com/in/gauravyadav3/>

*I will try to answer all your queries as soon as possible.*

*You can also share with me your success story if you get through this guide. I would love to hear more about it !*