

THE AVERY POINT GROUP

Let Us Lead You to Executive Talent SM

A Strong Resume is the Key

As a candidate you must be able to put your skills in the best light, especially in today's resume based culture. When given the choice of two candidates of equal ability, hiring managers will always prefer to interview the one with the most professionally constructed and attractive resume. For that reason, even candidates with excellent qualifications can be overlooked. As a result, companies end up hiring from a smaller pool of talent; a pool made up of those candidates whose experience is represented by powerfully written, visually appealing resumes.

Of course, many of the best candidates also have the strongest resumes. However, you'll need more than the right qualifications to get the position you want... you'll need an exceptional resume. That is just a fact of today's resume culture.

In today's competitive employment market, your resume has to stand out in order to get the attention of the decision maker and create a strong impression. This is even truer later on when you meet the prospective employer face to face, a strong resume will act as a valuable tool during the interviewing process.

The best way to prepare an exceptional resume is not to change the facts, just make them more presentable. This can be accomplished by strengthening the content of your resume and enhancing its appearance. However, making exaggerated claims about your past or fabricating your accomplishments and educational credentials is absolutely unacceptable.

Remember, your resume is written for the employer, not for you. Its main purpose, once in the hands of the reader, is to answer the following questions: How do you present yourself to others? What have you done in the past? And what are you likely to accomplish in the future?

In addition to providing a factual representation of your background, your resume serves as an advertisement. The more effective your 30-second commercial, the more the customer—the employer—will want to buy the expertise you're selling.