



Briefcase
Coach

HIGH IMPACT BULLET STATEMENTS

*Resume Resource
for Higher-Level Professionals*

HIGH IMPACT BULLET STATEMENTS

For Higher-Level Professionals

When creating a resume, it is essential to develop bullet statements that show how you made an impact in all past positions. Employers measure success when they analyze candidates.

They need to know 'what's in it for me if I hire you?'. To prove you are the best candidate, all statements in your resume need to show value, and they need to be measurable.

How can you do that? By addressing the following three criteria in each statement:



Each statement should discuss a challenge you faced, the actions you took to solve that challenge, and the results that came from those actions. You want to give employers proof of how you obtained success in your previous roles.

MONEY

- Key contributor to 2.5X revenue growth to \$32M. Achieved by unseating competition to land and grow Fortune 50 deals.
- Catapulted to #1 of 11 during first year by leading long-cycle, end to-end sales and growing book of business 2X that contributed \$2M to team's \$12M revenues.
- Developed a 3-year roadmap forecasted to save \$1B on \$5B in spend, and realized \$143M Year One, through automation and by leading the design and implementation of an end-to-end quality process.
- Saved \$2M in potential fines by improving regulatory compliance. Steered multidisciplinary team on corrective action implementation project to transform company into 'best-in-class.'
- Rescued distressed \$1M key account, reversing NPS of -4 to +9 in 1 year, increasing client revenue 20%.
- Retained all 200 national clients and won \$6M in new engagements by fostering relationships, developing strategic campaigns, delivering on promises, and course-correcting challenges.
- Catapulted assets under management from \$2.5M to \$25M in first year, doubling to \$53M in year 2 by strategically transitioning business unit to more customer-responsive operation.
- Avoided \$1M+ revenue loss by collaborating with surgeons to maintain high-volume surgical caseload during system go-live, despite surgeons' initial reluctance to embrace system changes.
- Avoided \$20M+ loss with proactive IT solutions to maintain business continuity during Covid-19.
- Implemented best practices to improve sales cycle process. Developed after action reports to analyze results and improved investment strategies. Completed underwriting for 70+ deals collectively valued at \$7.9B.
- Revamped customer experience, capturing \$3M+ in new revenue by allowing customers to update payment information on failed transactions.
- Closed company's 1st international sales (Malaysia and UAE), valued at \$1.7M

LEADERSHIP

- Led a zero-impact migration of 125 complex applications (80% greenfield and 20% brownfield) from local to global repository.
- Led the adoption of video across the organization by creating and delivering video content for corporate training programs, such as Customer Experience (CX) and Performance Management.
- Coached the sales team on effectively presenting product benefits and technology to customers. Leveraged extensive product, customer, and fashion trends knowledge to optimize in-store merchandising.
- Trained 600 end-users throughout Canada, US, and Asia on software enablement and digital workplace solutions. Adapted training methods for unique cultures and communication and learning styles.
- Maintained employee engagement scores of 85 to 92 every year by mobilizing entire organization to common goal and driving strategic change across all levels of organization.

PRODUCTIVITY/PERFORMANCE IMPROVEMENT

- Successfully delivered 150+ events per year, establishing a strong reputation in the industry and unlocking exclusive partnership opportunities with top local venues.
- Philanthropy Campaign team received 10% higher net promoter score (NPS) than overall organization. Positive customer feedback recognized hard work, effective process improvements, and team's overall successes.
- Earned highest YoY team retention of 98% of employees over 6 years.
- Uncovered market intelligence and gained exposure to leading-edge research and trends, by cultivating network of nationally recognized clinical leaders through attendance at association conferences.
- Transformed organization skeptics into advocates by pitching case that overcame resistance to embrace new research methods for insights gathering including eye tracking and discrete choice modeling.

GROWTH

- Grew trend jewelry business by 75% after implementing a new merchandising strategy and optimizing store presentation.
- Facilitated business expansion to 2 new international markets (Poland & Germany) by conducting extensive product and market research, and supporting product line development.
- Drove 50% YOY growth through expansive opportunity development in public and private markets while navigating internal changes to sales modalities and territory management goals.
- Boosted media coverage by 50% and gained market leadership position for highly competitive product by partnering with external PR agency to consistently pulse out news.
- Escalated gross revenue by as much as 300% YOY. Introduced sales and marketing strategies designed to achieve outstanding ROI.
- Outperformed revenue expectations, successfully growing global revenue an average of 10% per year over past 6 years. Accomplished what no other industry competitor has achieved.
- Delivered profitable growth 6 months ahead of 24-month schedule, expanding sales revenue as much as 94% YOY in a new country with limited resources.

SAVINGS AND IMPROVEMENT

- Streamlined the sales process by designing and introducing a custom event production catalogue to save 50% of time on proposal creation.
- Stabilized and improved multi-family occupancy to 90% from 74% in 9 months with customer service focus.
- Reduced time to hire 50% after reverse-engineering recruitment process in partnership with recruitment and training teams.

NEW INITIATIVES

- Implemented a rebranding strategy, and became the chief business driver behind the ABC brand introducing this revolutionary technology to mass market.
- Established a strategic partnership with the XYZ Institute at the University of ABC. Leveraged this collaboration to design a customized sales management & leadership development program for the sales division.
- Developed and delivered a consultative selling skills training program for 400+ sales professionals company-wide. Enabled a 20% increase in environmental services sales, boosted customer retention in all business units within 1 year.
- Jump started 2.5-year delayed program – driving its completion in 6 months.
- Penetrated new sector by negotiating partnership deals with multimillion-dollar OEMs – marking company's first foray offering its predictive analytics solution.
- Built sales team in US from the ground up in support of 500 worldwide customers. Maintained revenue per employee at 50% above comparable business models.
- Facilitated opening of new concept store from ground up, including recruitment and training of 450 staff in just 5 months. Created vision and culture for new store that earned complete staff buy-in and engagement.

ACTION VERBS

All resume bullet statements should begin with an action verb. However, most bullet points start with many of the same repetitive verbs. Here is a list of different action verbs along with well-aligned industries. Depending on the job you are applying for, you can swap out action verbs to emphasize and deliver your points better.

- Improve** (*quality, efficiencies, sales, etc.*)
- Reduce** (*accidents, insurance premiums, expenses, etc.*)
- Increase** (*sales, marketshare, productivity, efficiency, etc.*)
- Successfully launch** (*new products/services, new markets, etc.*)
- Strategically turn around** (*underperforming operations, unprofitable territories, etc.*)
- Save the company** (*money, time, redundancies, mistakes, etc.*)
- Expand** (*services, brand recognition, etc.*)
- Spearhead** (*new initiatives, transitional activities, etc.*)
- Ignite** (*new sales, employee morale, performance improvement, etc.*)
- Identify & capitalize on** (*new and/or untapped opportunities, etc.*)
- Upgrade** (*policies and procedures, quality standards, etc.*)
- Develop** (*new systems and processes, strategic relations, etc.*)
- Establish** (*higher performance standards, efficiency awareness, etc.*)
- Generate** (*improved client relations, community awareness, etc.*)
- Advance** (*organizational missions, business goals, growth initiatives, etc.*)
- Decrease** (*errors, customer complaints, inaccuracies, etc.*)