

BLUEPRINT FOR CRAFTING A SELLING FOCUS STATEMENT / QUALIFICATIONS SUMMARY

In developing your professional summary/ positioning statement consider these ingredients:

1. Title / functional area
2. Subcategories of functional area or core competencies
3. Industry
4. Number of years of experience
5. Expertise, strengths, specialization
6. 'Combination' accomplishment or highlights of accomplishments
7. Advanced degree, certification, licenses
8. Language skills, international business skills
9. Technical / computer skills
10. Personal profile / Management style
11. Affiliations
12. Employers or colleges with NAME recognition

Carefully select those most closely aligned with the position(s) you are targeting

In order to begin *powerfully*:

Consider this breakdown for your summary's lead sentence:

Descriptive word – Job Title or Profession – Level of Experience – Key feature of your Career or payoff / benefit from your expertise

EXAMPLES:

Profit-oriented senior executive with 30⁺-year track record leading organizations through start-up, turnaround, and aggressive growth campaigns.

Or for someone just *beginning* their career

UCONN graduate; well-grounded in simulated corporate scenarios requiring effective solutions to complex manufacturing and marketing issues.

In one sentence you can effectively answer the employer's implicit question(s): *Why should I be interested in you?* or *What can you do for me?*

Check out the following three examples where *MAXIMUM VALUE* is *sold* in those *first critical seconds*:

EXECUTIVE CHEF

Hotel / Resort

DYNAMIC MANAGEMENT PROFESSIONAL with more than 15 years' professional cooking and kitchen management experience. Demonstrated expertise in customer support, sales, marketing, and key account management. Combine strong analysis, planning, organization and consensus building qualifications with effective presentation and negotiation skills. Consistently successful in conceptualizing, developing, and orchestrating initiatives to support business growth and profit gains.

Expert qualifications in identifying and *capturing market opportunities* to *accelerate expansion, increase revenues, and improve profit contributions*. **Top rated professional with exceptional culinary skills and highly-effective business acumen.** Graduate of the CULINARY INSTITUTE OF AMERICA.

This client reported that (*with his new and improved résumé*) he doubled his previous salary. The old version merely showed that he was a great chef. As you can see from this positioning statement, he not only excels in the kitchen, but knows how to run the business: organizing, sourcing supplies and negotiating price, but also forecasting what menu items will be in demand.

OPERATIONS ACCOUNTING PROFESSIONAL

Accuracy / Analysis / Efficiency

HIGHLY-QUALIFIED PROFESSIONAL with nearly three years' experience in a demanding corporate financial environment. Proven track record in working under pressure in fast-paced, time-sensitive settings. Technologically talented; versatile in applying strong problem resolution skills and demanding precision. A demonstrated and verifiable record for utilizing strong technical and interpersonal skills to enhance operational efficiency. Reputation for consistently getting the job done.

Experienced in *analyzing systems and operations* to *increase productivity, quality, and efficiency*. Highly adept in using Excel and other specialized software packages including: Hyperion / Essbase; Business Objects; SAP; and Oracle. *Consistently commended for exceptional attention to detail within demanding time frames*. Hold Bachelor's Degree in *Accounting and Information Systems Management*.

Qualified to work in organizations that will benefit from:

- ✓ Project Accounting
 - ✓ Accounts Payable & Receivable
 - ✓ Productivity & Performance Gains
 - ✓ Financial Analysis
 - ✓ Operational Analysis
 - ✓ Qualitative / Quantitative Analysis
 - ✓ Financial Controls
 - ✓ Workflow Optimization
 - ✓ Account Reconciliation
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FINANCIAL CONSULTANT

About Me

I AM A SKILLED, HIGHLY-EXPERIENCED FINANCIAL PROFESSIONAL with proven 25+ year track record in a progression of increasingly responsible relationship building positions. Known as an exceptional prospector "... **able to find and bring in the money!**" Hold *Harvard M.B.A. Fast track, forward-thinking strategist* with proven ability to operate effectively under pressure in time-sensitive environments. A demonstrated and verifiable track record for utilizing strong technical and interpersonal skills to build trust and enhance relationship development. Reputation for consistently surpassing client satisfaction goals. Diversified background with ability to optimize financial plan development. Possess **exceptional leadership, team building and business development skills**. Solid reputation for building synergies. Diplomatic, insightful professional with proven track record in promoting cooperation.

Building, nurturing, and expanding HNW Client Base while Strengthening Profitability

Signature Skills and Competencies Include:

- | | | |
|-------------------------|--|--------------------------------|
| ✓ Financial Planning | ✓ New Business Development | ✓ Project Management |
| ✓ Lead Generation | ✓ Platform and Presentation Skills | ✓ Process Reengineering |
| ✓ Negotiation Skills | ✓ Business Focused Innovations | ✓ Performance Improvement |
| ✓ Regulatory Compliance | ✓ Client Relationship Management | ✓ Leadership & Coaching Skills |
| | ✓ Constructing Asset-Building Networks | |

Mark Berkowitz is the owner and President of Career Development Resources, LLC. ***Changing lives and revolutionizing careers since 1985***, Mark provides one-on-one career consulting services, résumé building assistance and guidance to help each client achieve not only job advancement, but lasting and meaningful success in their career path as well. A distinguished figure in his field, Berkowitz is one of the top career builders in the country and has been quoted in dozens of books and publications on the topic of career advancement.

Passionate about empowering others to realize their dreams, Mark served as an executive board member of the Professional Assn. of Résumé Writers and Career Coaches. He has been helping clients successfully advance in and/or change their careers for over 36 years. With a Master's Degree in Career Development and **four specialized certifications** (National Certified Career Counselor, Certified Professional Résumé Writer, Int'l Certified Job & Career Transition Coach, and Certified Employment Interview Professional), he is uniquely qualified to help you improve your career situation. A recognized expert in the field, he had not only taught in Graduate Schools and led workshops and seminars, but also trained other counselors. Mark served as chairman of the Certification Board for the Professional Assn. of Résumé Writers and Career Coaches and was a founding member of the Career Management Alliance (fkn Career Masters Institute). Additionally, he has shared his expertise in effectively utilizing career assessment tools with graduate counseling students from nearby Fordham University, helping to prepare them for their future counseling careers.

Mark connects with clients locally as well as international clients via the internet. He also provides outreach to high school and college students, presenting career planning and job search strategy workshops.

- Highly regarded with résumés, cover letters, and interview strategies showcased in nearly two dozen books.
- Enjoys an INTERNATIONAL REPUTATION as a "Résumé Guru" by members of the Professional Assn. of Résumé Writers and Career Coaches.

You can contact him at **1+ (910) 883-5013** or cardevres1@gmail.com to find out how he can assist you in launching your career into a higher orbit.

See how you can benefit from professional expertise instead of suffering from your career mistakes.