

With the increasing prevalence of scanning technology, employing keywords in a resume to attract maximum attention - by a human and/or computer scanner - has become a critical component of building an enticing resume. **Keywords are the terms deemed by the employer to representing the essential job attributes.** Each employer, industry and profession has specific keywords. Companies and recruiters search resumes for specific keywords / key phrases to find the candidates with the skills, qualifications and expertise to fulfill the job requirements. Incorporating keywords into a resume and cover letter help you to secure optimum attention and outperform your competition.

The words you select should portray your Value Proposition and match what the employer is seeking. Incorporating job specific and employer pertinent keywords in the top third of page 1 of your resume significantly elevates your chances of attracting the employers' interest in your candidacy. How do you find the "right" keywords to secure maximum attention? Utilize your knowledge of the company, profession, industry and review online postings of similar positions. Each profession has the potential for hundreds of keywords; the list below is just the tip of the iceberg! With the prevalence of electronic search capability, failure to incorporate the "right" keywords is not an option!

### Customer Service

Account Management	Customer Surveys	Product Development
Administration	Data Management	Product Management
Bookkeeping	Field Operations	Program Management
Brand Management	Incentive Programs	Project Management
Call Centre Management	Issues Management	Promotions
Case Management	Loyalty Programs	Public Relations
Clerical Support	Media Relations	Reception
Complaint Resolution	Merchandising	Relationship Management
Contract Negotiations	Needs Assessment	Root Cause Analysis
Corporate Communications	Networking	Sales Support
Cost Control	Order Processing	Scheduling
Customer Communications	Policies & Procedures	Service Benchmarks
Customer Relations	Post Sales Support	Service Contracts
Customer Retention	Pre Sales Support	Team Building
Customer Satisfaction	Problem Resolution	Telemarketing
Customer Service	Process Improvement	Training & Development