

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!

Sales

Account Management	Field Sales	Product Management
B2B / B2C / B2G / B2Cy	Fortune 100 Sales	Product Positioning
Brand Management	Fulfillment	Profit Margin
Budget / P&L	Hunter	Prospecting
Business Development	Inside Sales	Resource Management
Category Management	Interactive Presentations	Retail Sales
Channel Sales	Key Performance Indicators	Sales Analysis
Competitive Analysis	Line Extension	Sales Forecasting
Consultative Sales	Margin Improvement	Sales Leadership
Contract Management	Merchandising	Sales Presentations
Contract Negotiations	Multichannel Sales	Sales Solutions
CRM	Needs Assessment	Sales Training
Customer Service	Performance Management	Territory Management
Deal Structuring	Post Sales Support	Trend Analysis
Direct Sales	Pricing	Value Added Reseller
Distributor Management	Product Launch	Vendor Management