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### **CAREER OBJECTIVE (or OPTIMAL PERFORMANCE ENVIRONMENT):**

To obtain a high-energy position in a retail sales, or fast-paced selling, environment that actively connects me to customers, challenges and the opportunity for creative solutions.

### **PRIMARY PERFORMANCE TALENTS (natural abilities):**

- Achievement and results focused (Winner)
- Flexible and responsive (Adapter, Listener)
- Connects easily with others (Relator, Caregiver)
- High energy and positive outlook (Entertainer)

### **TALENT STATEMENT**

My talents indicate a strong relationship focus, personal contact and internal energy approach to performance. Flexibility, optimism and open communication guide my decision-making, contribution and impact. My constant focus on responding to changing environments with a focus on achievement defines my approach to help companies achieve and succeed.

### **SIGNIFICANT EXPERIENCE (presented to show the impact of talents in the workplace):**

#### **Holt Hardware – Hardware Specialist**

**2006 until Present**

- Developed new retail layouts based on customer communications, needs and changes to buying habits.
- Developed and implemented new product launches based on customer survey information.
- Invented, created and presented in store training to help other employees better respond to customer issues with practical and successful solutions.
- Invented, created and implemented *SuperThursdays* power selling program to bring in new customers.

#### **Henderson Hardware – Retail employee**

**2003 to 2007**

- Created monthly promotions and advertising for high margin products.
- Created customer survey process.
- Specialized in specialty hardware applications
- Taught hardware applications to contractors

### **SIGNIFICANT SKILLS (learned abilities):**

- Great telephone and face-to-face sales skills.
- Time management, planning and organization.
- Retail layout, product merchandising and organization.
- Proficient with markup, discounting and markdown calculations.
- Product ordering, receiving and storage.
- Strong business writing including proposals and education programs
- Proficient with Microsoft Windows, Adobe Photoshop and all Mac applications
- Speaks Spanish and working knowledge of French

### **EDUCATION and Awards**

Rochester Institute of Technology, Rochester, NY Graduated cum laude with BA in English 2002  
Senior Class President, Captain of Football team, Beta Beta Psi member  
Received national customer service award 2005 and Holt's highest performer 2006 and 2007.

## How a Talent-Based Resume is Different

Let's review the new talent-based resume to comment on how it is different and how it is more effective in helping you get the right job.

A talent-based resume focuses on your strengths. Strengths show an employer your highest performing areas – the areas where you have the greatest interest, effort and contribution. This is significantly more important in today's intellectual economy because skills and experience don't inform the reader what you are capable of – skills and experience only show what you have done. Skills are things you can learn (in any job). Experience is only important if it shows your talents in action. Talents are what drive your performance and the better you match your talents to the talents needed in the new role, the more interested, engaged and successful you will be.

Let's review this talent-based resume

1. **Career objective – or you can call it “Optimal Performance Environment.”** This tells the reader which work environment is the best for your talents and strengths. By clearly defining this, the reader of the resume can also see that you have assessed whether you are a good fit for the job that you are applying for. The more the reader can see how well you fit in the new role, the more you get noticed and the more you stand out in the hiring process. Define what work environment will make you the most successful and is line with your strengths. This will also help you find a job that will allow you to be your most successful.
2. **Primary Performance Talents.** This is the summary of your four most significant talents. Using the Humanetrics Talent Grid and the sixteen Talent Definitions, define your four primary talents. Ideally, these talents match the talents needed in the job for which you are applying. You can see that if your talents are not a good match for the job, it is probably not the right job for you. This encourages you to apply for jobs that make sense for you and your talents. The goal is to find a job that will allow you to be your best. Talents are key.
3. **Talent Statement.** This is a statement that tells the reader of your resume how your talents impact your performance. It shows that you know your strengths and how your strengths can help their company. When you write this, you have done most of your reader's work for them; they are trying to see how you fit into the job and the company. This statement clearly explains it. This gives you a significant advantage over all other applicants.
4. **Significant Experience.** You will notice, this is not a list of things you have done; rather, it is a list of how your talents were used in the previous jobs you had. The right way to use your experience is to show the reviewer that you used your talents day in and day out to make a difference in a previous company. If your experience has no connection to the work that the new company will have you do, there is no need to list it.
5. **Significant Skills.** This is the place to summarize the significant things you learned that will help you perform in the new role. You should not record all your skills, only those skills that will give you an advantage in the new job.

Remember, you are preparing a fair and accurate assessment of you so that the company to which you are applying can understand what you are good at and hire you for a job that allows you to use your strengths. This is the greatest step in assuring your success and happiness in a new job. By creating a talent-based resume, you also show the reviewer that you understand the job you are applying for; your resume now shows that you are a good fit. When you do this, you help the reviewer see your value; this helps you to stand out and to apply for jobs in which you will be happy, effective and successful.

## Sample talent-based cover letter

Date \_\_\_\_\_

To whom it may concern;

I am attaching a talent-based resume for your review. A talent-based resume presents my talents – my strongest thinking and performance areas – in addition to my skills and experience. These are the best indicators of future performance. I have used the talent captions presented in *Fire Up Your Employees and Smoke Your Competition* to identify my talents. To help in your review of my resume, I am including the complete list of the sixteen talents and their definitions. You can see my talents and the talents needed in the job are well matched.

What makes me successful in *(identify the particular workplace environment)* **direct marketing environments** is my ability to *(identify the behaviors that are reflected by your talents)* **win others over, to communicate effectively at every level of an organization, to impress them with my positive outlook and a creative focus on product creation and marketing.** These talents have driven my success in my previous work.

I would like to draw your attention to some of my experience by again, highlighting how my talents have made me effective in my previous roles. In reviewing my resume you will see that I worked for XYZ Company. My role in this company was to build strong relationships with customers, educate and inform organizations about our products and creatively approach bringing our products to market.

My role in ABC Company again used my talents of communicating powerfully with customers and thinking dynamically and creatively. This guided my role in developing sales training, developing meaningful sales strategies and introducing three new meaningful product lines to market.

I look forward to discussing my skills, education and awards and how they support my abilities to connect with customers, innovate creative solutions and match products to markets. I look forward to bringing these talents to your organization.

Please contact me to set up a time to meet face to face.

Best regards,