

## Your Business Development Resume Can Be a Powerful Tool



*The key to securing a great business development job is have a well-prepared resume. This may sound simple, but in actuality proves to be the downfall of many qualified business professionals. In order to customize your resume to fit a specific position, first list every skill and qualification you can think of that you possess, then draw from this list only those skills and qualifications that apply to the position you want. By helping your potential*

*employer to better visualize you in the open position, you will greatly increase your chances of securing a great job you deserve.*

It is unfortunate that many business professionals, from seasoned experts to those fresh out of college do not maximize their possibilities with an effective resume. If you want to get into the field of business development or are already experienced in the field, it is important that the employer who is going to look over your resume is impressed. In order to impress you must know which specific skills and qualifications a potential employer is looking for. The key to writing an effective resume is knowing the field, knowing what you can bring to the table, and presenting yourself in such a way that a potential employer will deem you an excellent choice for the job.

Business development comprises a number of techniques which involve expanding a given business customer base and increasing the consumption of a given customer pool. It involves increasing the amount of sales and subsequently the profit of a business. Business development specialists need to be able to effectively gather data about the state of affairs and find holes in the present marketing approach and techniques. Data gathering for business development professionals means gathering information about a consumer pool, products, manufacturing issues, and competitors. Since business development is results oriented, it is important that any individual who wishes to stand out with a resume for a business development position displays why he or she is capable of complex problem-solving and proposal writing. Gathering relevant information as a business developer is a must, but many times the capability of a specialist to distill from the facts gathered a valid and effective plan of action is precisely what will set one specialist apart from the rest.

When creating your resume, you must paint a picture of multidisciplinary competence. An employer in the field of business development wants someone whom he can count on to deliver results with a minimum of added training. In other words, through your present education and experience you need to show you are capable of fulfilling all the demands of a given position in the field of business development.

An excellent way to start writing your resume is by making a larger master resume that includes all of your work, training, and educational experience up to this point. This master resume should be a comprehensive list of every skill and qualification you possess. Do not worry about whether a skill is related or not to the chosen field of work at this point. Once you have formed a master resume, look over it and distill from it the factors which are directly related to the position for which you are applying. As you pick out the proper information, focus on painting a picture of competence and qualification for the position being applied for. This can be done by writing why you are the best choice for a position in your profile statement. Be sure that all of the subsequent skills and accolades you choose to include are related to and support your profile statement. When done properly, this will make your resume a very powerful tool that will catch the attention of any employer who is sifting through applicants looking for the perfect

employee. If you can prove to yourself that you are the best person for the position and then prove the same to your potential employer, chances are good you will acquire the position you want.

In conclusion, a resume is a sheet of paper which is meant to get your foot in the door at whatever firm you are interested in working for. Through a logical and targeted resume, you will be a step closer to securing your position in the field of business development.