

“Before” Version...

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SUMMARY OF QUALIFICATIONS

- Demonstrated success in mortgage originating which requires a high-level of multitasking, communication and interpersonal skills
- Strong customer focus while providing health care professionals in a fast paced and extremely accurate environment

PROFESSIONAL EXPERIENCE

- 04/2010 to present **Wells Fargo, Oak Ridge, IL 62345**
Reverse Mortgage Consultant
- Originate high quality loans which meet WFHM guidelines while providing excellent customer service
 - Develop and maintain a high degree of visibility for WFHM in the marketplace
 - Analyze detailed loan program and
 - Inform prospect underwriting re

08/2008 to 04/2010 **My Mortgage, Senior Mortgage**

- Managed a team
- Opened business
- Originated mortgage
- Retained current
- Prospected potential
- Originated FHA

11/2004 to 08/2008 **Best Mortgage Sales Manager**

- Managed a team portfolio
- Originated mortgage government or
- Researched and
- Collected and delivered
- Maintained open and co-workers
- Secured future

01/1999 to 11/2004 **Regional Radiology Recruitment Specialist**

- Prospected radiology
- Prospected health
- Presented my e
- Exceeded mortgage

EDUCATION

- 1997 to 1999
- Gen City College

Note: These are actual MS Word files... The format you see below is a Word document that can be emailed. It stands out because it has a beige, textured background so when it's opened and displayed on the screen it looks like it is actually printed on paper.

“After” Version...

NATHAN • BROWER

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B2B SALES & MANAGEMENT PROFESSIONAL

Track record of achieving 6-figures in sales during the first year of tenure.

“I don't take no for an answer. I simply find out who the decision-maker is and I close.”

Top-performing Business-to-Business sales and management professional leveraging superior market knowledge in the finance industry and a strong track record of transforming prospects into sales. 6-figure producer with demonstrated success generating leads and securing clients through cold calling and relationship development. Expertise in training subordinates or peers in highly effective sales and customer service techniques. Well-regarded for ethical standards and proven ability to rapidly rise to the top in performance levels; career footprint showcasing award winning sales abilities in each position held. Charismatic and persuasive communicator with an extensive business network and repeat client base. Able to bridge the gap, achieve vital contacts, and successfully secure / close lucrative deals.

CAREER • SNAPSHOT

Repeated record of fast-track promotion into roles of increased accountability while driving value.



Sales Manager, ESSENTIAL MORTGAGE – Madison, IL 2004 to 2008
Recruitment Specialist / Manager, NATIONAL RADIOLOGY SERVICES – Pleasant Hill, IL..... 1999 to 2004

PROFESSIONAL • EXPERIENCE

Reverse Mortgage Consultant, WELLS FARGO – Oak Ridge, IL 2010 to Present
Took the initiative to seek out a product with offering longevity in the market and utilized network contacts to initiate communications and secure employment. Currently rising as a star player by meeting all quotas and reflecting dedication / professionalism. Serve effectively in a highly independent role by cultivating a territory with 6 banks; visit each location and meet with potential clients to provide top-level customer service and gain leads / business by originating highly quality loans that meet WFHM guidelines. Skilled in analyzing detailed financial and credit data and in turn matching factors with customer needs and level of risk involved. Serve on a team of 8 throughout the state of Iowa to promote loan products.

- Highly self-motivated and dedicated; proactively set up an action plan, designating certain days for cold calls, referral cultivation, lead documenting, and follow-up.
- Commended by management and assigned special duties, projects, despite short tenure.
- Create and maintain a high degree of visibility for WFHM in the marketplace.

B2B Sales & Marketing Manager, TOWN & COUNTRY ORGANIC – Madison, IL 2009 to Present
Spearheaded and launched a profitable venture designing, producing, and selling organic "Garden Soxx" products to Fortune 500 companies.

- Sought and established key relationships with corporate decision-makers and gained critical buy-ins, resulting in enormous bottom-line profits.
- Key business customers / partners: HYVEE FOOD STORES, DAHL'S FOOD, INC., and local hardware stores.

Continued...

Note: These are screen shots and do not reflect the actual quality and clarity of the documents.

The New Résumé Format – Résumés Reinvented!

By TrendSettingResumes.com

Toll Free Phone: (888) 522-6121 • Email: Resume@CareerPlan.org

Why this works...

The New Science Behind Résumés

If your résumé doesn't leap off the page with an offer they can't refuse, it's not doing its job!

We've "built a better mousetrap" (so to speak) that helps our clients catch better-paying jobs. We're doing things on résumés that nobody else on the planet is doing and our clients are getting 90% response rates. But... we also realize that nowadays "every job is temporary" so we've also introduced a no-risk, no-investment, no-pressure, "Plan B" method, that doesn't interfere with your job or life, and that any body can afford and can do to make all ends meet from home. That means with some hard work on your part, your "better-paying job" might actually end up becoming "optional" (isn't that a nice thought? Admit it, you'd love it if having a "job" could be an optional part of your life, wouldn't you?) Well, more on "Plan B" later, for now let's discuss your "Plan A" concerns... getting that better-paying job. Here's how it CAN be done...

Here is where you can find the "real deal" on information that will help you have a résumé that will literally *catapult* itself on to the desk of hiring managers! The résumé sample you see here (on page 1 above) has been quite a while in the making. (Please note: There also various other styles / designs available with this concept.) Believe it or not, there is quite a bit of "science" (and art too) behind what you see that makes it so powerful and effective. Here are a few of the reasons of why it works so well. Remember, the design has to be eye-catching and dynamic, but it also has to pack a powerful punch showing the value you can add!

From the hiring manager's point of view, they ask the following 5 questions when viewing résumés:

- What does this person want to be when they grow up? (*What type of position are they seeking?*)
- If we hire them, what can they do for us? (*What value will they bring to the table?*)
- Have they done this before? (*Do they have an established background in this line of work?*)
- If so, what value did they bring in to those roles? (*What have they accomplished in the past?*)
- What makes them different from everybody else applying? (*Why should we hire this person?*)

This format effectively guides them and answers all of these questions (and in the right order) because:

- 1) First, the "look" grabs immediate attention, is different, refreshing, compelling, and polished – even colorful. It impresses them before they've read the first word. It's a scientific fact that most people are visually-oriented; here's an explanation of what happens in the brain when it sees something pleasing like this format amidst the plain résumés:

Scientifically Speaking... The pre-optic part of the hypothalamus is twice the size in men as in women, with twice as many neurons, so it's very "visual." But women too make many major decisions based on pleasing visual data encountered. We are very easily captivated visually – by what they see. But because we each process vision in our occipital lobes (which are located at the back of our brain) and we make logical, rational / wise decisions with the front of our brain (in the pre-frontal cortex), there is quite a bit of activity required in order to make a decision. So the human will literally have a chemical and biological reaction to the stimuli they see before they even have a chance to logically "think" about it! (First impressions can make or break you!)

- 2) Second, the résumé format clearly states the answer to the first question first – at the top: "What does this person want to be when they "grow up?" In the headline title it hits the bulls-eye!
- 3) Third, the paragraph under the headline shows the answer to the second question: "What can this person do for us?" It does this very powerfully to showcase real value to a potential employer...

- 4) Fourth, the “Snapshot” helps them see, at a glance, the answer to questions 3 and 4. It shows not only the type of work you’ve done in the past, but the value you brought to each role.
- 5) And last, the unique branding statements included will make you stand out as “different” (in a good way) from the competition. Plus, the writing throughout is powerful – it matches the look!

7 This document has the most value of any we’ve ever seen. The look and content are value-packed and outstanding in every way! It flows well and guides the reader as you subtly take control of what they will perceive about you and your value. Why put together a boring, standard, bare-bones document, that looks and reads like all the rest when you can knock their socks off? If they didn’t recognize you before, they will sit up and take notice when we’re finished!

Before they’ve even read the first word they’ll say “Wow, this one is different!” This is polished, professional, and pops off the page! This could be the ticket to your next dream job.

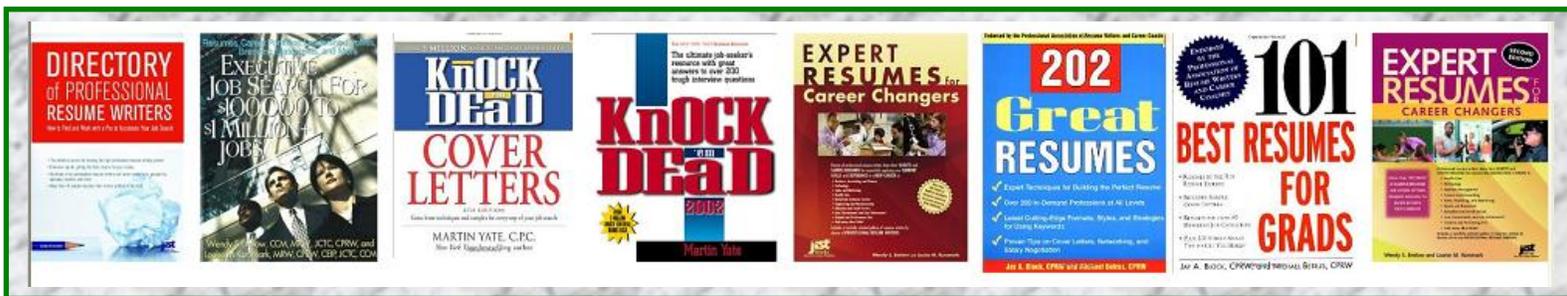
Tracy Parish, CPRW

Website: www.TrendSettingResumes.com • Toll Free: 1-888-522-6121 • Email: CareerPlan@gmail.com

Linkedin: www.Linkedin.com/in/TrendSettingResumes • Link to me: Link2Tracy.com (Choose “Friend”)

Call Today For A Free Consultation! (We work with only a limited amount of clients each month).

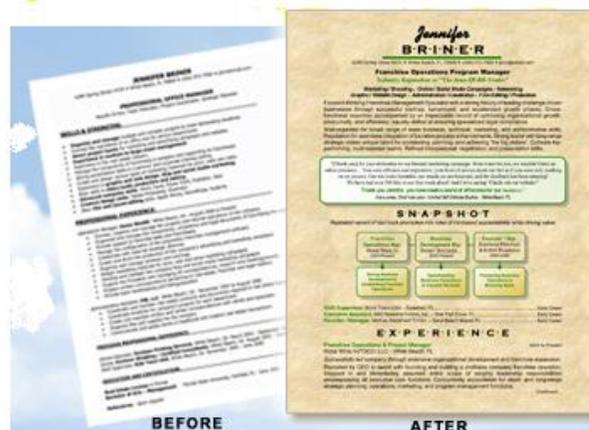
Our résumé samples have been published in the following best-selling career books:



PS

Now that you’ve learned all about our “Plan A”... Don’t forget about that **No-Risk, No-Investment, No-Pressure**, highly viable “Plan B” we mentioned earlier. That’s a separate service we provide and we’re also happy to give you a **FREE** informational overview on it regardless of what you decide to do with your résumé.

So be sure to call us Toll Free at: 1-888-522-6121 Today!



PSS: Above is a “Before” and “After” done in a different style we often use for women, since it has a more elegant look to it, especially where we state her name in a cursive font at the top.