

THE SORR TECHNIQUE

SKILL-ORIENTED, RESULTS-BASED, RELEVANT RESUMES

Step 1: Eliminate Task Statements

Delete information that sounds like a job ad.

These statements might describe what you did, but they don't give evidence of your abilities or accomplishments.

- Created spreadsheets to track spending

- Assisted with billing and invoicing

- Provided good customer service

- Updated company website

Step 2: Highlight the Skills You Used and the Results of Your Actions

Determine the skills (soft skills and technical skills) that you used AND include what you accomplished.

Utilizing percentages and statistics enhances your impact.

- Utilized Excel to track quarterly spending and identify overages for increased budget accuracy

- Reviewed, prepared and issued invoices for over 300+ clients

- Communicated with clients effectively, earning a 96% satisfaction rating

- Increased web traffic by 15% through redesign of website utilizing Wordpress

Step 3: Make Your Resume Relevant

It's important that your resume is relevant to each position that you are applying for.

Start by reading the job description and creating a "keyword" list of the desired skills and experiences the employer is looking for.

Tailor your resume to match the desired experience and skills, this will make it easier for the recruiter to see how you "fit" the position.



How To Create Your Keyword List

Begin to make a master list of **keywords** that you will use on your resume by utilizing the following resources:

- ✓ Look at several job descriptions for the position(s) you're seeking and note the "must haves."
- ✓ Go to company job board and professional or trade associations related to your target industry in search of other buzzwords.
- ✓ Search LinkedIn profiles of users who have similar jobs to see what keywords they're using.

Sample Job Description

As an Associate, you'll work as part of a team of problem solvers with extensive consulting and industry experience, helping our clients solve their complex business issues from **strategy to execution**. Specific responsibilities include but are not limited to:

- Prepare **deliverables**
- Contribute to the development of your own and team's technical acumen
- Keep up to date with local and national **business and economic issues**
- Ensure you are adhering to **compliance** matters

Preferred Knowledge/Skills:

- Abilities as **team member**; building solid **relationships**; **communicating** in an **organized** and knowledgeable manner; delivering clear requests for information; demonstrating **flexibility** in prioritizing and **completing tasks**; contributing to a positive working environment by building solid **relationships** with team members; proactively seeking guidance, clarification and **feedback**
- **Research** and **analysis of technical matters**, while utilizing **problem-solving skills**. This includes the **analysis** of large and complex **data sets**, demonstrating an aptitude for conducting **quantitative and qualitative analyses**, using the standard suite of **Microsoft Office software** (Word, Excel, PowerPoint) to execute related deliverables.
- Utilization of effective **written and verbal business communication skills** when interacting with team members and/or clients in a professional setting. Demonstrates flexibility and desire to travel, as client assignments require.

Sample Keywords:

Communication skills
Analysis
Research
Relationships/team
Compliance
Strategy
Organized
Flexibility
Execution
Microsoft Office
Problem-Solving
Data
Deliverables

Sample Resume Bullets:

- Worked with a **team** to develop a **strategy** for new revenue streams
- Conducted primary and secondary **research** to identify investment opportunities in China and **executed** a **strategy** that will add social value and reduce income disparities in the region
- **Assessed** current **compliance** matters and made recommendations
- Conducted market **research** and competitor **analysis** of similar institutions
- **Communicated** potential opportunities in the market to clients