

# How to Craft the Right Resume

## For an Executive Search Firm

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Crafting the kind of resume that will land you the position you deserve is crucial no matter where that resume is going, but for executives in the timeshare industry working with recruitment search firms, the rules are a bit different.

Primarily, that's because executive search firms are enlisted by resort businesses to find top-level managers; they are not placement services for job applicants.

That means timeshare executives hoping for a change need to provide additional information **with** their resumes, information that would not be offered directly to a potential employer. In turn, the executive search firm collates data about each candidate in ways that allows them to find the perfect match between company and executive.

With this in mind, timeshare executives should consider both the basic requirements for resume writing, and the specific additional needs of an executive search firm:

- Tailor your resume for an executive recruitment firm.
- Let the length of a resume be determined not by standard practice, but by the special needs of the search firm.
- Prove you know your business by offering information specific to the timeshare industry.
- Make sure your resume counts.

### **Tailor your resume for an executive recruiter.**

There's a big difference between placement firms and executive recruitment firms. Recruiters do not place executives; instead, they work for timeshare companies to find the top-notch executives needed.

So for executives whose names are included in a recruiter's database, it important to note that a resume will be accompanied by **other supplemental data**. You stand naked before your executive recruiter. They do not pass all this info on to the client, but use it to match the candidate and the client in a way not possible without having extensive information on file.

For example, while you would not include information such as age, graduation dates and the names of associates in a resume written specifically for an employer, this data can be extremely helpful in an executive search firm's effort to match the right executive with the right company.

The resume should also include specific dates of employment for each company, along with the names of immediate supervisors. The executive recruiter checks references for all of an applicant's employers, past and present. **Do** give the recruiter information about your past, i.e. whom you reported to, who reported to you, and what size teams did you manage. This information may make the difference and land you in a great position.

And mentioning that you worked with an individual whose name is synonymous with expertise in the industry can send your resume to the top of the pile.

Recruiters also want to know if you'd be able to relocate, domestically or internationally, in what languages you are fluent, and a detailed salary history and your salary requirements.

Most likely, the recruiter will follow up on your resume with some additional questions that will be helpful in the search. Many recruiting firms will send you a questionnaire for additional information.

**The length of a resume should be determined by the special needs of the executive search firm.**

Typically, American resume sent off to prospective employers are one or two pages. The rules are different for executive recruiters. They need almost every detail about an executive to help in their timeshare company matches. This added information **should not be included in your resume**, but sent as a separate document.

Without complete data, recruiters are unable to provide such valuable discernments as identifying the corporate culture in which the applicant is used to working and matching that with the corporate cultures of the timeshare companies.

Executive search firms, particularly those dealing exclusively with the timeshare industry, use database management programs such as **ACT! 2000** to collate every nuance of an executive's career that might be helpful in making the perfect find. The fact that you attended a certain university during the '60s, for instance, may mesh with the interests and experiences of the top gun for a timeshare business. Make sure you let us know when and where you got your degrees, including such details as a specific university or branch.

Executive recruiters categorize applicants by job titles, languages spoken, levels of education, licenses, past and former associates, and much more.

In fact, the types of cross-references that are available with such database-management programs are limited only by the data available. As the old adage goes, 'Good input equals good output.'

**Prove you know the timeshare business.**

By properly illustrating your knowledge about the industry, an executive search firm is more likely to find a suitable match.

Mention articles you've written for timeshare publications and use some of the jargon that is indigenous to the industry. List names of industry boards and committees you've served on, and detail the conferences, seminars and other industry events at which you've spoken.

And be specific about your accomplishments, using numbers and action verbs to describe your accomplishments. If you increased market share by 33 percent in two years' time, say so. If sales increased two-fold in your first three years, we want to know.

If you cracked a market notorious for a soft timeshare niche, brag about it, and if your efforts in following through on leads and getting referrals boosted your company's business, tell us.

**Make your resume count.**

Placing your resume with an executive search firm that specializes in the timeshare industry can put a candidate miles ahead of his or her colleagues. And following the rules of good resume writing can advance that candidacy even further.

Remember the basics:

Include **all** the important names, dates and special skills that an executive search firm can use to your advantage.

It is better to start off with a clearly stated short-term objective than to offer no objective at all.

Prove how **thoroughly** you know the timeshare business with examples specific to the industry.

**And most importantly, include the right stuff in your resume.**