

Mr. Opton speaks frequently with executive recruiters about job openings. "They tell me that introductory sections consisting of generalized statements about responsibilities, accompanied by verbose descriptors regarding a job hunter's capability, do nothing to interest them in reading a resume," he says. "What they want to see are factual statements about successes, not fluff."

To make his introduction more powerful, Mr. Bill organized it around his accomplishments, as follows:

**Manufacturing / Quality / Supply-Chain Management
Lean Manufacturing · JIT · TQM · Aerospace · Entertainment · Mining
Equipment**

- Directed \$60 million Walt Disney manufacturing operation, reducing production costs 20% to 40%, inventory costs 15% and vendor costs 50%, while improving quality 63% and on-time delivery 54%. Introduced JIT and lean processes into operation.
- Managed tooling design and production for \$50 million manufacturer of control systems – implemented TQM and improved quality and delivery 23%. Established engineering and manufacturing-engineering departments for start-up business that grew to \$12 million in sales within two years.
- An innovative and energetic leader, skilled communicator/team builder and adept negotiator. Proven ability to analyze production operations and growth opportunities, then introduce strategic and tactical solutions that improve competitive performance and efficiencies while reducing costs. M.B.A.; B.S., Industrial Technology.

This introductory section clearly showcases Mr. Bill's successes. He used a banner headline to convey his strengths, and he presents his most important achievements. He concludes the section with additional information rounding out his background.

The change produced immediate results. After re-entering the job market in August, Mr. Bill sent 50 resumes. Within 15 days, he had eight interviews, which led to two firm and two pending offers. He started work Sept. 1 as director of supply chain and logistics for a Santa Ana, Calif.-based producer of capital equipment for computer-component manufacturing.

"Don't tell readers how good you are, show them," says Ms. Rosemarin. "Give them facts and figures – results. The results you show will excite the reader. Then they'll read on."

If your resume starts with a convincing statement about your capability and successes, then in the brief moment your resume is scanned, employers will be more likely to pause and call you for an interview.

Beyond the Initial Scan

Interviewers who are impressed with your introduction will read your entire resume. For the strongest possible presentation, follow these guidelines.

- Limit your resume to two pages in length, and never use more than three pages. Summarize your early employment experiences to reduce length if necessary.