



# KEYWORDS

## For Sales and Business Development Jobs

When creating a tailored résumé or professional profile, keywords are integral to improving your ability to match job requirements through an Applicant Tracking System (ATS). This resource will assist you in developing strong bullet statements that clearly articulate your skills and experiences to employers.

### ACTION VERBS BY TRANSFERABLE SKILL

#### Leadership

Accomplished	Initiated
Achieved	Instituted
Advanced	Launched
Attained	Lead
Delegated	Managed
Directed	Mentored
Earned	Motivated
Enhanced	Oversaw
Established	Presided
Exceeded	Qualified
Excelled	Spearheaded
Executed	Supervised
Gained	

#### Problem Solving

Adapted	Investigated
Assessed	Optimized
Calculated	Overcame
Changed	Predicted
Converted	Projected
Decreased	Prospected
Determined	Recommended
Devised	Reconciled
Discovered	Rectified
Estimated	Resolved
Identified	Revamped
Improved	Revitalized
Increased	Simplified

#### Organized/Detail Orientation

Balanced	Pinpointed
Centralized	Planned
Completed	Prevented
Coordinated	Prioritized
Disbursed	Reorganized
Distributed	Restructured
Integrated	Strategized
Monitored	Streamlined
Organized	Structured

#### Teamwork/Interpersonal

Advised	Partnered
Collaborated	Performed
Complied	Related
Consulted	Taught
Engaged	Trained
Facilitated	Unified

#### Technical

Budgeted	Operated
Built	Piloted
Delivered	Processed
Expedited	Reduced
Finalized	Regulated
Forecasted	Solidified
Fulfilled	Traded
Implemented	Transferred
Installed	Upgraded
Leveraged	Utilized

#### Analytical

Analyzed	Maximized
Clarified	Positioned
Conducted	Quantified
Evaluated	Researched
Examined	Satisfied
Extracted	Validated
Liquidated	Verified

#### Creativity

Conceived	Innovated
Created	Produced
Designed	Redefined
Developed	Redesigned
Formed	Restored
Generated	

#### Verbal Communication

Assured	Persuaded
Communicated	Pitched
Consulted	Presented
Convinced	Promoted
Cross-sold	Related
Followed up	Sold
Followed through	Solicited
Negotiated	Upsold

#### Written Communication

Documented	Prepared
Drafted	Tailored
Edited	Wrote
Introduced	

# Keywords For Sales and Business Development Jobs

## Terms and Processes

Terms and processes can be integrated into bullet statements, cover letters, online summaries, elevator pitches and interviews to assist the reader in understanding how you have accomplished your tasks.

Account management  
Analysis  
Angle  
Asset(s)  
Budget/budgeting  
Campaign  
Client/client base  
Closing  
Clustering  
Commission  
Compliance  
Consult  
Contract  
Convince  
Cost benefit analysis  
Cross-sell  
Decision tree  
Demand planning  
Disbursements  
Drivers/motivators  
Due diligence  
Efficiencies  
Exploration  
Fast-paced  
Feasibility  
Full-line selling  
Goal(s)  
Growth  
High stress  
High Impact

Inside sales  
Intrinsic/extrinsic  
Markets  
Market share  
Needs identification  
Negotiate  
Niche  
Outside sales  
Pipeline  
Procedures  
Process/processing  
Profit margin  
Project management  
Prospecting  
Quarterly/year-end reporting  
Quota  
Reconciliations  
Referrals  
Relationship management  
Risk management  
Six Sigma  
SPIN cycle  
Strategic planning  
Target audience  
Technology  
Territory/region  
Up-sell

## Traits and Skills

Traits and skills can be integrated into bullet statements, cover letters, online summaries, elevator pitches and interviews. Be sure to choose skills and traits that align with the position description as well as the values and needs of the organization/industry.

Accountable  
Accurate  
Active listening  
Adaptable  
Agile  
Analytical  
Attentive  
Autonomous  
Balanced  
Capable  
Careful  
Communicative  
Competitive  
Confident  
Conflict resolution  
Conscious  
Consistent  
Cooperative  
Creative  
Critical thinking  
Cross functional  
Curious  
Decision-making  
Dedicated  
Dependable  
Determined  
Diligent  
Directive  
Dynamic  
Effective  
Enthusiastic  
Ethical  
Flexible  
Focused  
Friendly  
Efficient  
Hardworking  
Independent  
Industrious  
Initiative  
Intelligent

Interpersonal  
Innovative  
Inquisitive  
Integrity  
Judgement  
Intuitive  
Knowledgeable  
Leader  
Liable  
Logical  
Meticulous  
Mindful  
Motivated  
Negotiations  
Objective  
Organized  
Quick learner  
Passionate  
Prepared  
Proactive  
Problem solve(r)  
Productive  
Proficient  
Professional  
Planner  
Prompt  
Patient  
Persuasive  
Punctual  
Reliable  
Resourceful  
Respectable  
Respectful  
Responsible  
Responsive  
Specific  
Strategic  
Tenacious  
Thorough  
Troubleshooter  
Trustworthy