

Module 02 Choose Your Path
Unit 03 Sales Channels and Environment
B2B Versus B2C

Business-to-Business (B2B)	Business-to-Consumer (B2C)
Relatively few potential customers	Many customers
Larger purchases (purchasing for production and/or sale to many ultimate consumers)	Relatively small purchases (for personal use or for family or friends)
Longer selling cycle	Relatively short selling cycle
Multiple influencers and decision makers	Fewer influencers and decision makers
More difficult to identify influencers and decision makers	Easier to identify influencers and decision makers

Business-to-Business versus Business-to-Consumer Selling Characteristics

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Title	Description	Industries
Sales representative, account executive, account manager, marketing representative, sales consultant, sales associate	Responsible for a group of customers Identifies and develops new customers Meets revenue and profit goals	B2B: Technology, IT services, manufacturing, hospitality, pharmaceutical, real estate B2C: Real estate, high-value retail, financial services
Territory manager	Same as above, but customers are all in the same geographic area	B2B: Technology, manufacturing, hospitality, media, packaged goods B2C: Not widely used in B2C
Business development manager	Manages the day-to-day contact with the customer Meets revenue, profit, and new customer acquisition goals	B2B: Technology, IT services, manufacturing, hospitality B2C: Not widely used in B2C
Customer relationship manager	Maintains satisfaction of the customer Usually a part of an organization that provides long-term services	B2B: Technology, IT services, pharmaceutical, telecommunications, media, professional services, B2C: Not widely used in B2C
Product specialist, technical specialist	Expert in a specific product or service area Participates in sales calls	B2B: Technology, IT services, manufacturing, hospitality, professional services B2C: Retail, financial services
Customer service representative	Takes orders, provides product information, processes orders Makes follow up calls	B2B: Technology, IT services, manufacturing, hospitality, B2C: Retail, packaged goods
Telesales representative	Makes outbound or inbound customer calls Provides information, completes sale and follow up	B2B: Technology, IT services, telecommunications, media B2C: Retail, insurance, financial services, publishing

Types of B2B and B2C Sales Positions

Module 02 Choose Your Path

Unit 04 Résumé and Cover letter

Standard Résumé with Brand Points

JULIANNA LANELY

40 First Avenue Apt. 214, New London, CT 54923
E-mail: jlanely001@gmail.com Phone: (570) 444-2141

Short and clear objective tells the reader what type of position she is seeking.

Objective To obtain an event planning position.

Boldface highlights important facts.

International study is highlighted as a category immediately after "Education."

Education **Northeastern College**, Hartford, CT
Bachelor of Science in Marketing Communications, May 2010
Magna Cum Laude

International Study Ireland Study Tour, Northeastern College
May 2008–June 2008

Academic achievements are highlighted at the top of the résumé.

Scholarships and Awards

- Dean's List, 2009, 2010
- Mu Kappa Tau National Marketing Honor Society, Northeastern College, 2009
- Beta Gamma Sigma International Business Honor Society, 2008-9
- National Society of Collegiate Scholars, 2009
- Dean's List all 8 semesters
- Connecticut Young Business Leader Club's "Rising Star" Award, 2009

Relevant experience is highlighted with a specific heading that tells the reader about her experience in the industry.

Event Planning Experience

The Best of Connecticut Magazine, Hartford, CT
Marketing and Events Intern, September 2009–December 2009

- Assisted in planning and carrying out magazine events that ranged in attendance from 400–1,000 attendees.
- Proofed, fact-checked, and copyedited Special Sections Advertisers, Insider sections, IT Lists, and Advertiser Indexes for *The Best of Connecticut* magazine, *The Best of Connecticut Home*, and *The Best of Connecticut Wedding*.
- Participated in the conceptualization and copywriting of promotional material, later developing collateral packages of advertising information for events such as Wine Week and *The Best of Connecticut* magazine's Open House.
- Prepared recap and sponsorship portfolios for clients with 100% accuracy.
- Assisted with the relaunch of the magazine's happy hour, The Mix at Six.
- Maintained RSVP lists for *The Best of Connecticut Wedding* events as well as select high-profile *The Best of Connecticut* magazine events.

The most important relevant experience is listed first and has the most space devoted to it. Less important experience has less space and is located lower on the page.

Fresh Petals Florist, Hartford, CT
Creative Designer, May 2007–September 2009

- Met with clients and designed floral arrangements, centerpieces, and wedding decorations to their specifications.
- Created ideas and decorations for holidays, themed weekends, and corporate events. Delivered and set up designs at over 35 major events to ensure customer satisfaction.

Computer skills remind prospective employers that she has the skills needed to do the job.

American Marketing Association, Northeastern College, 2009–10

- Membership Committee member

Work Study Experience **Marketing Department, Northeastern College**, Hartford, CT, 2008–2010

- Assisted professors with marketing research.
- Helped administrative assistant with office jobs.

Activities **Hand in Hand**, Northeastern College, 2008–10

- Health Care and Guests Committee member

Computer Skills Microsoft Word, PowerPoint, Excel, Outlook, Adobe Acrobat

Standard Résumé Incorporating Brand Points

Module 02 Choose Your Path

Unit 04 Résumé and Cover letter

Standard Résumé

JULIANNA LANELY

Current Address: 40 First Avenue Apt. 214, New London, CT 06458
E-mail: jlanely001@gmail.com
(570) 444-2141

OBJECTIVE

To obtain a job in a dynamic environment that challenges me to implement and expand my strong creative, organizational, and communication skills.

EDUCATION

Northeastern College, Hartford, CT
Bachelor of Science in Business Administration, Marketing Communications, May 2010

- GPA: 3.73 overall

EXPERIENCE

January 2008–Present Work Study
Marketing Department, Northeastern University, Hartford, CT

- Assisted professors with marketing research
- Helped administrative assistant

September 2009–December 2009 Marketing and Events Intern
The Best of Connecticut Magazine, Hartford, CT

- Assisted in planning magazine events
- Proofed and copyedited Special Section Advertorials of the magazine
- Participated in the conceptualization and copywriting of promotional material
- Prepared recap and sponsorship portfolios for clients

May 2007–September 2009 Creative Designer
Fresh Petals Florist, Hartford, CT

- Designed floral arrangements and wedding centerpieces
- Created ideas for holiday and themed weekend decorations
- Worked as a team player and under strict time schedules

ACTIVITIES

Connecticut Ad Club, Hartford, CT
Member, October 2008–Present

Ireland Study Tour
Student, May 2008–June 2008

- Experienced the culture and history of various locations in Ireland

American Marketing Association
Membership Committee member, September 2009–Present

- Membership Committee member

Hand in Hand, Northeastern College, Hartford, CT
Member, September 2008–Present

- Responsible for the health care of those with special needs

AWARDS

Mu Kappa Tau National Marketing Honor Society, Northeastern College, May 2009
Beta Gamma Sigma International Business Honor Society, Northeastern College, May 2009
Connecticut Young Business Leader Club's "Rising Star" Award, January 2009
National Society of Collegiate Scholars, Northeastern College, May 2009

Font is too small and hard to read.

Objective is too general.

Academic achievements are not highlighted.

Horizontal lines make it hard for the reader to easily scan your brand points.

The first entry should be the most important position.

Listing dates first is distracting and makes it hard for the reader to see where you have worked.

Generic headings don't highlight your brand points.

Activities are too general and do not underscore any particular skill.

These impressive accomplishments are pushed to the bottom of the page.

Standard Résumé

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Unit 04 Résumé and Cover letter
Standard Résumé with Effective Headings

Rakeem S. Bateman

3901 Western Avenue, Minneapolis, MN 54321

Phone: 702-555-1234

rakeemsbateman@gmail.com

<http://www.linkedin.com/in/rakeemsbateman>

- Objective** To obtain an internship in sales at a foodservice company.
- Education** **Tri-State Community College**, Minneapolis, MN
Associate's Degree, Business Administration, Expected 2010
- Leadership Skills** **Green For Life**, Minneapolis, MN
President, Student Organization
- Provided leadership to 30-member student club that focuses on green initiatives in the community
 - Raised \$2,300 to support sustainability efforts with a community service campaign called "Go Green Now"
- Sales Experience** **Recovery Systems, Inc.**, Minneapolis, MN
Account Management Intern, Summer 2009
- Conducted industry and client research for new business pitches for the \$300 million systems disaster recovery provider
 - Assisted with new business presentation preparation including PowerPoint slides, video, and scripting
 - Developed social media strategy to develop a community for existing customers and attract new customers, including a blog, LinkedIn profile, and Twitter account; strategy generated over 30 new leads in 4 weeks
 - Provided weekly updates to 3 clients, including timelines and conference reports; created a new reporting dashboard that became the standard in the company for all client updates
 - Maintained budget and created reporting including graphs to easily communicate actual expenses compared to plan
- Work Experience** **Olive Garden Restaurant**, Minneapolis, MN
Wait Staff, June 2007–Present
- Provided customer service to over 100 customers during each shift
 - Generated guest check average 8% higher than the restaurant average
 - Winner of "The Sweet Taste of Success" Sales Contest
- Seymour and Jones Attorneys at Law**, Land of Lakes, MN
Administrative Assistant, Summers 2005–6
- Maintained schedules and expenses for office to support 5 lawyers
- Computer Skills** Proficient in Microsoft Suite (Word, Excel, PowerPoint), Outlook, Camtasia and iMovie video editing

Module 02 Choose Your Path

Unit 04 Résumé and Cover letter

Elements of a Cover Letter

Julianna Lanely
40 First Avenue, Apartment 214
New London, CT 54923

Date of the letter.

June 26, 2010

Inside address: This is the name and address of the person to whom you are sending the letter. It should start with Mr. or Ms. and include his or her first and last name, job title, company name, address, city, state, and zip code.

Ms. Lynmarie Prosky
Vice President of Sales
Miller + Shane Event Group
9241 Old Town Road, Suite 401
Darien, CT 54992

Salutation: Includes "Dear," Mr. or Ms., and last name of the recipient.

Dear Ms. Prosky,

Second paragraph: Include a short summary of each of your brand points. Boldface for the introduction helps the reader skim your letter and see what you have to offer at a glance.

I attended an event planning career panel last year at Northeastern College where I heard you speak about Miller + Shane Event Group. Something you mentioned has stuck with me—to be successful, you must have passion for what you do. I believe I have the passion it takes to pursue a career in event planning. I am writing to express interest in an event planning position at Miller + Shane Event Group. I graduated from Northeastern College in May with a degree in marketing communications. As a recent graduate I believe I can bring new ideas, personal energy, and a fresh perspective to your company. Some highlights of my background include the following:

- **Event Planning Experience**—As a marketing and events intern at *The Best of Connecticut* magazine I assisted in planning and running events with attendance ranging from 400 to 1,000 people. I also helped conceptualize and create promotional material for all events, as well as prepared recap and sponsorship portfolios for clients with 100% accuracy.
- **Academic Excellence**—I graduated magna cum laude from Northeastern College and was named to the Dean's List in 2009–10. I have also been named to the National Society of Collegiate Scholars, Beta Gamma Sigma International Business Honor Society, and Mu Kappa Tau Marketing Honor Society. In addition, I was selected as one of the Connecticut Young Business Leader Club's "Rising Stars" and was featured in the January/February issue of *Leadership Today* magazine.
- **Creative Mind-Set**—I have worked as a creative designer at a hotel flower shop for for two years. I met with clients and developed ideas and created floral arrangements for over 35 major events.

Closing: It's best to use "Sincerely."

I would appreciate opportunity to show you some samples of my work and discuss any open positions. I will contact you next week so we can set up a meeting time that is convenient for you. You can reach me at 570-444-2124 or jlanely001@gmail.com. I look forward to discussing your opportunities.

Sincerely,

Julianna Lanely

Julianna Lanely

Attachment

Attachment: For a hard copy, this signals that there is an attachment to the letter (your résumé).

Return address: Your name and address; this is similar to creating your personal letterhead. This should be at least 1 type size larger than the body of your letter.

First paragraph: Lead-in and introduction.

Third paragraph: Closing and call to action; note when you are going to follow up and include your contact information.

Elements of a Cover Letter