

How to locate the best, most current Pharmaceutical Sales keywords recruiters and employers are looking for?

It's really quite simple...

First, find advertisements for Pharmaceutical Sales Jobs - the ads may come from newspapers, internet job boards, company web sites, etc. Locating 5 to 6 advertisements would be best.

Next, underline all the skills (keywords) that are repeatedly mentioned.

Usually in the "minimum requirements" or "qualifications" sections you'll discover many common keywords. For example, here are 2 recent ads I found on company websites: (keywords in purple)

1st Ad: The **Territory Manager** is responsible for calling on practicing physicians, hospitals, managed care and other health-related organizations/personnel within an assigned territory. He/she must provide the most current information pertaining to our products and their approved indications in a manner, which will ensure the appropriate use of these products and achieve the business potential of the territory. Minimum Requirements: A **Bachelor's Degree** * **Outside sales experience** with documented success in **business-to-business sales** preferred. * Professional accomplishments that reflect **self-motivation, initiative, independence, and strong customer service** orientation. In return, you'll be rewarded with: * An outstanding benefits package that includes a 401(K) and vision plan * An excellent salary and incentive awards program * A company automobile and paid expenses * Ongoing quality classroom and field training * Professional career development/growth opportunities and an educational assistance program.

2nd Ad: We are seeking candidates to promote ethical pharmaceutical products within an assigned healthcare market through the use of **effective selling principles and techniques**. Sales targets include physicians, hospitals, pharmacies and other caregivers. You will be responsible for organizing your territory routing for most effective use of time to maximize sales impact in specified geographical territory. You will coordinate activities with other field based team members to leverage selling efforts across all market segments. You will have responsibility for **reviewing and analyzing market data** for developing and implementing your **business plan** and utilizing sales force automation system to maximize your sales effectiveness. You will be responsible for complying with all legal and regulatory compliance requirements established by Sepracor and governing the sale and promotion of its pharmaceutical products.

Qualifications: Successful candidates will be **self-motivated, independent** professionals who demonstrate a high level of **initiative**. A **Bachelor's degree**, preferably in business or life sciences (MBA a plus), 1+ year of successful pharmaceutical sales experience preferred, and excellent written/oral communications skills required. The selected candidate must be able to exercise appropriate judgment when assessing the **needs of each customer** and design a strategy that is best suited for the situation. Knowledge of third party payer mix essential. Requires the ability to work in a **team environment** in order to ensure consistent messaging in all customer relationships. Effective **organizational and PC** (PowerPoint, Word, Excel and sales force automation systems) **skills** are needed. Travel within territory required ~ may include both car and air travel depending upon territory. Some national travel to corporate headquarters, training and sales meetings may also be required on a periodic basis. Work hours may include meetings scheduled outside of normal working hours.

Next, determine what keywords (in purple) these 2 advertisements share?

- Self-motivated
- Independent
- Initiative
- Bachelor's Degree
- Customer Needs
- Teamwork
- Organizational Skills

Compare that with 3-4 other advertisements and you'll have a great list of keywords for the "profile" section of your resume... and keywords that the computer scanning programs AND human eyes will adore!


Got it? Good! The great thing about this method of finding keywords is that it works for any industry! Of course, with our help you won't need to worry about "other" industries, right?

Another way to utilize this strategy in a similar manner is to look for keywords in a specific employment advertisement – one that interests you enough to submit an application. Look for the industry-related keywords, remembering that they usually proceed the “qualifications” or “skills required” sections. Then, simply create the profile section of your resume with those very same keywords from the advertisement.

This is a very sneaky and successful way to find out what the employers or recruiters are looking for, and then “give 'em what they want!” in the form of your resume!

Obviously, if the employer chose to use those keywords in an advertised position, the employer considers those skills and attributes (aka the keywords) to be of the utmost importance in selecting a candidate for the position.

Congrats...you've just learned a heavily guarded secret of resume writing – straight from the pros!

Hey, want to go back and find out what to do with those keywords, now that you have some? Simply press the back arrow  in your browser and you'll be back on our pharmaceutical-rep web page!

Pharmaceutical-Rep.com - Your complete source for everything related to Pharmaceutical Sales!