

# Resume Clinic for eDiscovery Sales Professionals

July 16, 2024



Privacy, Ediscovery, & Cybersecurity Staffing

# Meet the Speakers



**Jared Coseglia**

Founder & CEO  
TRU Staffing Partners



**Sarah Roberts**

Senior Vice President of Recruitment and Account  
Management at TRU

01

MYTH

I should list my customers on my resume

02

MYTH

Sales reps should have photographs of themselves on a resume

03

MYTH

My LinkedIn profile and amount of my connections doesn't matter

04

MYTH

Tenure is less important to employers of salespeople than it is to operations

05

MYTH

My resume should be no longer than one page

06

MYTH

One resume will work for all employers

# Fact or Myth

# TRU's Top Ten

---

1. Summary NOT Objective
2. Clear Chronology
3. Revenue vs. Target Transparency
4. Scope of Services Sold
5. Anatomy of the Sale
6. Funnel Experience
7. Support Systems
8. Employer and Community Impact
9. Proofreading Matters
10. Style, Strategy, Substance

# Summary NOT Objective

- Years of experience selling in the vertical
- Overview of services or software delivered to customers
- The buyers who buy from you
- The industry verticals who buy from you
- What your unique sales value proposition is

# Funnel Experience

01

## SOPHISTICATION

Strategic  
(Managerial)  
Consultative  
Operational  
Technical  
Tactical  
Administrative

02

## EDRM

Info Governance  
PreDiscovery  
Legal Hold  
Collections  
Processing  
Hosting  
Production  
Review  
Trial

03

## SALES CYCLE

Outreach  
Networking  
Conferencing  
Relationships  
Bidding for business  
Winning business  
Maturing relationships  
Expanding footprint



Privacy, Ediscovery, &  
Cybersecurity Staffing

# AVAILABLE NOW!

## 2024 eDiscovery Jobs Report



DOWNLOAD NOW

What's Included:

- Contract vs. Direct Hire Analysis
- Remote vs. Hybrid vs. In-office Analysis
- Law Firm Salary Averages
- Vendor Salary Averages
- Speed of Hire Metrics
- Offer Acceptance Likelihood
- ESI Sales Talent
- ESI Job Seeker Motivations
- And More!



# Connect with TRU + Additional Resources



2024 eDiscovery  
Jobs Report



Contact Us



Eye on ESI



Job Seekers



Hiring Managers



Skills Assessments

# Thank You!

## Connect with TRU

Follow us on social



Visit our website

| [www.trustaffingpartners.com](http://www.trustaffingpartners.com)

Email us

| [info@trustaffingpartners.com](mailto:info@trustaffingpartners.com)

Subscribe

| [TRU Newsletters](#)



Privacy, Ediscovery, &  
Cybersecurity Staffing