

50 THINGS YOU CAN MEASURE (besides quota) to make people want to hire you *...even after your worst quarter yet*

Ever feel **stuck** on your resume?

You know you need it.

You want to update it today.

But you don't have OR feel embarrassed about your numbers.

Been there, done that. Got the "I haven't needed a resume for 10 years, where do I even start?" t-shirt.

But here's the thing:

Your impact may begin at your rank or %-to-quota,

but it doesn't end there.

So to remind you why you're oh-so-hirable, I've created this list of the **50 Things You Can Measure (besides quota) To Make People Want To Hire You**

People will see the value that **we show them** so let's give them the metrics that showcase you, your greater impact, when you're at your best.

My only rule?

be honest and own your wins

let's do this

50 THINGS YOU CAN MEASURE (other than quota) to make people want to hire you

...even after your worst quarter yet

- 1 CUSTOMER RETENTION**
The # or % of customers who've stayed with the company due to your service.
- 2 CLIENT TESTIMONIALS**
Collect and count positive feedback from healthcare providers you've worked with.
- 3 LEAD GENERATION**
If you've been involved in lead generation activities, quantify that.
- 4 SALES CYCLE**
Actual time saved in the typical sales process due to your efficiency.
- 5 DEMOS**
Number of successful product demos given to potential clients.
- 6 NEW ACCOUNTS**
The number of new accounts you've successfully managed to open.
- 7 PRODUCT KNOWLEDGE**
Certifications or training completed in the products you sell.
- 8 FIXED CUSTOMER ISSUES**
The average time you take to resolve customer issues.
- 9 MARKET PENETRATION**
New markets or demographics you've entered successfully.
- 10 PEER TRAINING**
How many people have you trained and what was their subsequent performance?
- 11 CLIENT SATISFACTION**
Use scores from post-sales surveys or other feedback mechanisms.
- 12 INDUSTRY EVENTS**
How many industry events, webinars, or trainings have you participated in?
- 13 UP / CROSS-SELLING**
How often you've successfully up-sold or cross-sold products to existing clients.
- 14 SALES COLLATERAL**
Types, numbers, adoption, and use of sales materials you've created (think brochures, presentations).
- 15 TEAM WINS**
If you've led or been part of a team, what were the team's achievements?
- 16 LONGEST CLIENT RELATIONSHIP**
The duration of your longest continuous client relationship.
- 17 QUARTERLY GOALS**
Percentage of times you've met or exceeded quarterly goals, even if they are not directly sales-related.
- 18 NETWORK SIZE**
Size of your professional and clinical network in the healthcare industry.
- 19 COST SAVINGS**
If you've been able to save the company money through process improvements.
- 20 CLIENT ONBOARDING TIME**
Any reductions in client onboarding time that you have been responsible for.

more to measure...

21 TIME-TO-CLINICAL EXPERTISE

What have you learned, how fast, and to what degree of use in a certain amount of time.

22 INFLUENCE

The number of internal projects where your input had a significant impact. Ask others for help here and be specific.

23 PROFESSIONAL DEVELOPMENT

Courses taken or certifications achieved that contribute to your sales role. Hello LinkedIn Premium!

24 CRM PROFICIENCY:

Mastery of CRM and number of others you helped it. BONUS: Time savings or \$\$ making results from doing so.

25 REFERRALS

Number of new clients obtained through your referral network. BONUS: List notable MD or referral champions by name.

26 NUMBER OF COLD CALLS

The volume of cold calls you've made that led to successful relationships or deals. BONUS: Improvement in efficiency/closing.

27 COMMUNITY ENGAGEMENT:

Number of community events attended or organized to enhance brand awareness.

28 DEAL SIZE:

The average size of deals you've closed, which can show your ability to handle high-stake accounts.

29 ACADEMIC VS. COMMUNITY

List and detail the number of academic vs. community hospitals and groups where you've gained access.

30 PRESENTATIONS

How many healthcare presentations have you done? How long were they and how many people attended?

31 CONVERSION RATE

The percentage of leads that became paying customers. Great for low volumes.

32 STREAMLINING

Time saved or steps eliminated in your sales process due to your innovations.

33 FOLLOW-UP EFFICIENCY

Time from initial contact to follow-up. BONUS: Did this improve over time?

34 SOCIAL MEDIA

Follower counts, visibility with customers and targets on LinkedIn and other professional networks.

35 KOL ENGAGEMENT

Number of Key Opinion Leaders (KOLs) you've engaged. BONUS: Time-to-engagement, training, and leveraging.

36 TERRITORY CHANGE

Expansion of your sales territory, growth, or stability during a difficult market or company shift. Include context for power.

37 PRODUCT LAUNCHES:

Number of new products you've successfully introduced to your territory.

38 REGIONAL RANKINGS:

Your rank among peers in your region, if favorable.

39 CUSTOMER ENGAGEMENT

Use metrics from customer engagement tools you've been using to see the ratio of outreach to meetings and purchase.

40 CUSTOMER LIFE VALUE

The average lifetime value of a customer attributed to your portfolio. Average your top 3 clients.

even more to measure...

41 DINNER PARTIES

Measure your average dinner attendance, duration, and frequency.

46 LEADERSHIP ROLES

Positions held in industry organizations, boards, or committees.

42 RE-ENGAGEMENT

Number of former or lost customers you've successfully re-engaged.

47 ATTENDANCE

Consistent attendance can be a simple but effective metric. Hello accountability!

43 VIDEO AND AUDIO LEVERAGE

Times, ways, duration, and success with reaching out to your customers with video and audio message?

48 EMAIL CAMPAIGNS

Open and conversion rates for any email campaigns you've managed. There are tools and plugins to gauge this.

44 OTHER PROJECTS

Projects you've successfully managed across departments (e.g., sales and marketing).

49 CASES

How many cases have you joined. Include the type, general length, location, speciality, and key MDs, if relevant.

45 EMPLOYEE MENTORING:

Number of junior employees mentored and their subsequent achievements.

50 HONORABLE MENTIONS

Number of commendations, honors, or notes of recognition by your boss.

After **5 layoffs** and **16k resume reviews** as a recruiter and medical salesperson, Claire has boiled finding and winning right-fit, lucrative medical sales roles down to a system

(even if you've got a career gap, haven't touched your resume in 15 years, or are coming off your worst quarter yet).

Traction Resume has helped 300+ medical sales professionals land fulfilling, lucrative roles and position themselves for their next (and next) move since 2016.

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NOT LANDING INTERVIEWS?

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