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Retail Job Hunting Tip - How To Apply for Jobs with an Anti-Resume Alternative

Substitute an Accomplishments Portfolio for a Resume to Get The Interview

By [Barbara Farfan](#), About.com Guide

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While there is a definite difference between a [good resume](#) and a bad resume, no matter how you write it, a resume is still a resume, in competition with a huge collection of resumes that hiring managers have amassed, whether they want them or not. What can retail job hunters do to make their resumes stand out from the rest? Don't send a resume at all!

The anti-resume strategy is the idea of [Andrea Sittig-Rolf](#), an award-winning sales consultant and the author of three sales strategy books. "Once I created an 'Accomplishments Portfolio' instead of a standard resume, and sent it to the VP of the company that was hiring," Andrea recalls. The V.P. called her immediately, making it a point to tell her that he had opened her Fedex box and looked through her portfolio before reading the stack of resumes on his desk. "He was more impressed that I went to the trouble to put it together, which showed organization and confidence, than he was with the accomplishments themselves."

Andrea not only snagged an interview, she got a luncheon appointment and a job offer. "It was my first, and only, experience having lunch with a potential employer who slid a napkin over to me with a dollar amount on it representing an annual salary," Andrea says. "I had to keep my cool and not let my jaw hit the floor when I realized it was twice the salary I had been making!"

Andrea's "Accomplishments Portfolio" was a standard three-ring binder that contained pages that focused on results, rather than just being a skills and experience history like the standard resume. The sections in Andrea's portfolio included awards, testimonials, references, case studies, and certifications. She also included copies of thank-you notes, kudos from colleagues, and compliments from managers on a job well done.

While it might be cost-prohibitive to send out an "Accomplishments Portfolio" to every retail job opening you find, when you locate a [retail job description](#) that seems particularly ideal, the extra effort will help you get noticed. "The cool thing about the portfolio," Andrea says, "is that it will help boost confidence. As you create it, you'll feel better about your job prospects, especially when you have a completed, physical representation of your accomplishments."

A job hunter who has created an "Accomplishment Portfolio" can review it often, and take it along to any [job interview](#). A job hunter without one can continue to send out resumes and hope for the best.

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