

Accomplishment Statements & STAR Story: Marketing

WHAT IS AN [ACCOMPLISHMENT STATEMENT](#)?

These are statements that make up any section of your resumé where you are stating experience, including Education, Related Experience, Volunteer Experience, Extracurricular Activities and Interests. The focus is not on the duties you performed, but on providing evidence of how well you performed them by utilizing the skills that will be valued in your target position.

Two possible formulas for Accomplishment Statements:

Option 1		
Action Verb (s)	What you did/How you did it	Result
Built and maintained	strong relationships with customers and clients, through consistent follow up via phone and email;	leading to exceeding sales targets by 10 - 15% every quarter for 2 consecutive years.

Option 2		
Action Verb (s)	Result	What you did/How you did it
Acquired	9 new customers in a 3-month period, leading to an additional \$5,000 in sales, by	by researching prospective clients and warm leads, before pitching sales offers.

WHAT IS A STAR STORY?

The [STAR](#) technique can be used in cover letters and for answering behavioural interview questions. The use of STAR technique is an effective way to provide evidence of your skills and competencies, and to highlight your accomplishments from your relevant current or previous jobs or educational experiences in a clear, concise, and structured manner.

Formula: STAR = S (situation) + T (task) + A (actions) + R (results)

STAR Example:

Question: Tell me about a time you failed to identify client's need to buy your product. What did you learn?

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S: In my first few months in a sales position, there was a client whose business I was determined to gain. Gaining this client's business would be a major boost to our company's revenue, and would have been a great achievement for our marketing team.

T: My goal was to have them agree to purchase our company's product after pitching the sale to them.

A: In a short space of time, I learned all I could about our product, including its features and benefits, and researched the advantages it had over competitors' products.

R: Unfortunately, I did not pay as much attention as I should have to the customers' needs. It turned out they already had a solution for what I was offering, and I lost the sale. Since then, I have learned to research my prospects better, to pay more attention, and ask more questions. This has helped me to close more leads and provide better solutions to my customers' unique needs.