

## Writing Strong Resume Bullet Points: General Business Industry

Turn experiences into impact using the SAR method

### What do employers look for in this industry?

Effective resumes in this industry highlight measurable results such as increased revenue, improved operational efficiency, enhanced customer satisfaction, or contributions to strategic business objectives. Overall, this handout will help you write strong accomplishment statements for roles in operations, consulting, project management, sales, and corporate services.

**Tip:** Remember to [customize your resume](#) by incorporating keywords from the job description. For additional guidance on formatting and structure, review our [Resume/CV templates](#).

### SAR Method: Core Framework

- ✓ Your resume must contain concise bullet points to describe your experiences
- ✓ SAR statements effectively outline your accomplishments in a simple, informative way

### What is SAR?

**S = Situation:** What was the context? (e.g., problems you encountered or tasks you took on)

**A = Action:** What did you specifically do? (e.g., use a strong past-tense [action verb](#))

**R = Result:** What changed because of your actions? (e.g., improvements or outcomes)

**Note:** When formatting a resume bullet point, the sequence should be Action + Situation + Result. Also, try to incorporate numbers, percentages, or dollar amounts to further demonstrate your impact.

### A weak example for a summer internship could be:

- Assisted with business projects and administrative tasks

### A strong example for a summer internship using the SAR method could be:

- Analyzed customer purchasing data to identify trends for an electronics product line, contributing to promotional strategies that increased revenue by 12%

### How the SAR Method was implemented:

**ACTION:** Analyzed

**SITUATION:** customer purchasing data to identify trends for an electronics product line,

**RESULT:** contributing to promotional strategies that increased revenue by 12%

**Note:** This statement includes industry-specific context and skills, clearly communicates the result or intent of the action, and incorporates numbers to strengthen its impact.

**Tip:** For current students, review the [Carleton Career Competencies](#) to identify the knowledge, skills, and attributes developed through your academic journey. These reflections can help articulate your employability and write stronger SAR statements.



## Impact Levels: Early Experience vs Advanced Experience

This section will help you brainstorm the context of your work (Situation) and the impact of your contributions (Result), with sample examples tailored to your level of experience.

**Early Experience** (e.g., co-ops, placements, internships, projects, clubs, and entry-level roles)

| Considerations for the Situation                                                                                                                                                                                                                                                                                                                                                                                        | Questions to Help Frame the Result                                                                                                                                                                                                                                                                                                                                                             |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• <b>Carleton Career Competencies</b> (e.g., <a href="#">Leadership</a>, <a href="#">Research &amp; Analysis</a>, or <a href="#">Professionalism &amp; Work Ethic</a>)</li><li>• <b>Business tasks completed</b> (e.g., market research, budgeting, environmental scans)</li><li>• <b>Business challenges addressed</b> (e.g., increasing sales, customer satisfaction)</li></ul> | <ul style="list-style-type: none"><li>• <b>What deliverables were completed?</b> (e.g., business plans, data visualizations, financial models, client presentations, process maps)</li><li>• <b>What insights were generated?</b> (e.g., growth opportunities, spending trends)</li><li>• <b>What skills did you strengthen?</b> (e.g., Power BI, business writing, public speaking)</li></ul> |

**Class Presentation:** Analyzed trade across 10 Canadian export sectors and 15 international markets, developing 4 diversification strategies and earning top marks for public speaking

**Case Competition:** Led 5 students to develop a customer retention strategy for a retailer, producing a customer lifetime value model and earning a top-three finish among 35 teams

**Advanced Experience** (e.g., professional experience and leadership roles)

| Considerations for the Situation                                                                                                                                                                                                                                                                                                                                                   | Questions to Help Frame the Result                                                                                                                                                                                                                                                                                                                                    |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• <b>Projects being led</b> (e.g., operational improvement plan, market expansion initiative, digital transformation program)</li><li>• <b>Operational challenges</b> (e.g., rising costs, workflow bottlenecks, client attrition)</li><li>• <b>Stakeholders addressed</b> (e.g., finance, marketing, international suppliers, HR)</li></ul> | <ul style="list-style-type: none"><li>• <b>What changes were implemented?</b> (e.g., new service model, performance framework, workflow redesign)</li><li>• <b>What outcomes improved?</b> (e.g., revenue growth, cost reduction, customer retention)</li><li>• <b>What targets were achieved?</b> (e.g., sales goals exceeded, service standards improved)</li></ul> |

**Business Development Manager:** Developed and secured strategic partnerships with logistics and transportation companies, contributing to sales that exceeded the annual target by 15% in Q3

**Operations Manager:** Implemented a workforce scheduling strategy for a 150-employee operation, reducing overtime costs by \$95,000/year while maintaining service delivery standards

## Other ways to show impact if you do not know exact numbers

- **Scope** (e.g., approximate # of clients, reports, transactions): Evaluated 10-15 business processes and performance reports, informing operational improvement initiatives
- **Scale** (e.g., size of customer base, geographic coverage): Supported regional expansion initiatives across Western Canada, strengthening market readiness for new locations
- **Quality Improvements** (e.g., productivity, accuracy): Enhanced sales forecasting by incorporating demand patterns to better align inventory, staffing, and production planning

**Tip:** Begin [tracking data](#) to incorporate stronger metrics into future SAR statements.

