

Structuring your PAR statements

EXAMPLE: From a Business Manager, chemical industry advertisement:

BEFORE: Small Customer program increased sales by \$3 million per year with 50% gross margin. Implemented strategy and sales program.

AFTER: (PROBLEM) To improve margins, (ACTION) performed detailed profit and margins analysis on customer base. Convinced both sales and distribution organizations to shift selling Mix to smaller volume business. (RESULT) Small volume sales increased from \$1 million to \$6 million in three years at 50% gross margin.

Write PAR Statements based on your life and work experience.

Problem

Your Action

Results

What obstacles did you overcome?

What skills and personality traits did you use?
