



Most Sales positions will require that you sell to your client using some sort of literature. Using a Brag Book shows the interviewer that you are able to sell utilizing that literature as a proof source. While most transitioning veterans do not have Sales experience, this document is designed to help you understand the purpose of a Brag Book, how to use it during an interview, and provide the suggested content to help you establish your own Brag Book

## Purpose

The purpose of a Brag Book is to have a product that highlights your key professional achievements that you can use to assist you in “selling” *yourself* during an interview, much like you would use sales literature during a sales call to a potential client to explain and sell your product. During an interview, you must convince an interviewer that you have a record of performance and success, you are competitive, you have outstanding drive and motivation, and you possess the ability to work autonomously. You must also convince the interviewer that you are a goal-focused problem solver with the ability to think on your feet and possess outstanding presentation skills. The Brag Book facilitates *showing* your interviewer that you possess these qualities versus just *telling* them.

## How to Use a Brag Book

You should provide a copy of your Brag Book to your interviewer as a courtesy while using your own during the interview for reference. Each section should be neatly tabbed with one or two significant accomplishments highlighted on each page for quick reference. During the interview, when you are asked a question that can be aptly responded to using a part of your Brag Book, ask the interviewer to turn to the appropriate section and draw their attention to the highlighted portion as you explain your answer more completely.

For example, if you were asked about your most significant professional achievement, perhaps you could have the interviewer turn to your deployment award and explain (in STAR format) your achievements during a difficult mission or have them turn to a highlighted bullet in your evaluation report or to an article where the achievement was honorably recognized. It is not necessary to use the Brag Book to answer *every* question that you are asked in an interview, only where you have supporting documents that strengthen your answer.

## Contents

A Brag Book should either be professionally bound, or you should use a professional portfolio. Your brag book should contain the following:

- Cover Page
- Your resume
- Your evaluation reports
- College transcripts (unofficial copy is acceptable)
- Awards (military and other)
- Articles where your achievements were noted (newspaper or other publications)
- Any other document showing your track record of performance, success, drive, etc
- Sales figures (if you have previous sales experience)
- A printout from the DMV webpage (to show your clean driving record)
- A list of your references, including email address and phone number

If you have any questions about your personal Brag Book, please contact your Orion Recruiter.