



WRITING BULLET POINTS (SAR)

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RESUME & COVER LETTER RESOURCE

WHAT IS THE SAR METHOD?

When writing bullet points to summarize experiences, students might default to writing about their generic job duties. While it's important to illustrate what you were responsible for, it's just as important to highlight key accomplishments in completing those responsibilities. The SAR method identifies the role, applied skills and a tangible result or goal. This technique is recommended to stand out from candidates who share similar roles, and helps to show the recruiter that you are results-oriented. To start, create a T-chart comparing job qualifications to your related experiences to understand what bullet points to discuss.

WHAT IS THE EMPLOYER SEEKING? (Qualifications)	WHAT CAN I OFFER THE EMPLOYER? (Experiences)
Ex. Customer-oriented approach	Ex. Exceeded sales goals by 60% with customers

Based on these experiences, create bullet points that outline the following:

SITUATION

Explain what you did

ACTION

Describe how you did it

RESULT

Identify the business outcome



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EXAMPLE:

Upsold products **[situation]** by engaging 200+ customers on the floor **[action]** and identifying their unique needs, exceeding sales goals by 60% **[result]**

Your turn! Using this technique, create bullet points that relate to the job qualifications and industry needs.

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