



300 KEY WORDS THAT EMPLOYERS VALUE

ENTRY-LEVEL

Accounts Payable (A/P)	Front Office Operations	Sales Administration
Accounts Receivable (A/R)	General Maintenance	Sales Tracking
Administrative Assistance	GST/PST/HST Planning	Secretarial Support
Administrative Support	Inventory Control	Shipping & Receiving
Back Office Operations	Inventory Counting	Sorting & Filing
Billing Procedures	Laboratory Assistance	Store Opening & Closing
Bookkeeping Support	Lead Generation	Supply Purchasing
Business Writing	Loss Prevention	Technical Support
Canadian Legislation	Machine Operation	Telemarketing
Cash Control	Mail Management	Telephone Reception
Cash Management	Maintaining Client Files	Telephone Support
Cash Register Operation	Management Support	Temporary Staff Supervision
Clerical Support	Marketing Support	Time Management
Client Communications	Mechanical Repair	Travel Arrangements
Client Invoicing	Meeting Set-up	Warehouse Management
Communications Writing	Merchandising	Word Processing
Computerized Billing	Microsoft Office Proficiency	Workflow Management
Conference Arrangements	Occupational Health & Safety	Workflow Planning
Conflict Resolution	Office Management	
Correspondence Writing	Office Supply Control	
Customer Liaison	Operating Office Equipment	
Customer Needs Assessment	Operations Manual	
Customer Satisfaction	Operations Support	
Customer Service	Order processing	
Customer Support	Organizational Skill	
Data Analysis	Organizing Events	
Database Administration	Package Handling	
Database Entry	Packaging & Mailing	
Database Maintenance	Pay Equity	
Department Liaison	Petty Cash Control	
Departmental Liaison	Post-Sales Support	
Desktop Publishing	Pre-Sales Support	
Document Management	Problem Solving	
Document Writing	Proofreading	
Editing	Provincial Government	
Employment Equity	Provincial Legislation	
Employment Insurance	Record Keeping	
Event Coordination	Records Management	
Executive Support	Regulatory Reporting	
Federal Legislation	Relationship Building	
	Report Writing	
	RRSP & Tax Planning	

MID-LEVEL

Account Retention	Health & Safety	Risk Management
Asset Management	Human Resource Management	RRSP & Tax Planning
Benefits Administration	Innovative Training	Sales Presentations
Brand Management	Internet Recruiting	Senior Management Liaison
Budget Administration	Inventory Optimization	Solutions Selling



Business Development	Investment Portfolio Management	Staff Training
Canadian Legislation	ISO Implementation	Statistical Reporting
Capital Budgeting	Key Account Management	Tactical Planning
Cash Flow Optimization	Knowledge Management	Team Leadership
Category Management	Labour Relations	Technology Implementation
Change Management	Legislative Compliance	Territory Management
Channel Distribution	Liability Management	Total Quality Management (TQM)
Client Needs Assessment	Logistics Management	Trade Show Representation
Client Retention	Management Support	Training & Development
Collective Bargaining	Margin Improvement	Trend Analysis
Competitive Benchmarking	Market Expansion	Vendor Selection
Consensus Building	Market Positioning	Web Content Development
Consultative Selling	Multi-channel Distribution	WSIB Claims Management
Continuous Improvement	Multi-media Campaigns	
Contract Negotiation	Needs Assessment	
Corporate Taxation	Network Development	
Cost-Benefit Analysis	New Business Development	
Customer Training	New Product Launches	
Demonstrations & Presentations	Occupational Health & Safety	
Direct Mail Marketing	Organizational Development	
E-Commerce Implementation	Pay Administration	
Efficiency Improvement	Pay Equity Implementation	
Employee Coaching	Performance Management	
Employee Empowerment	Policy & Procedure Implementation	
Employee Orientation	Process Improvement	
Employee Supervision	Product Positioning	
Employment Equity	Productivity Improvement	
Employment Insurance	Program Development	
Employment Standards Legislation	Project Engineering	
Expense Control	Project Management	
Facilities Management	Proposal Development	
Feasibility Analysis	Provincial Legislation	
Federal Legislation	Quality Improvement	
Financial Analysis & Reporting	Recruitment & Selection	
Government Liaison	Relationship Management	
GST/PST/HST Planning	Revenue Generation	

SENIOR-LEVEL

Acquisitions & Integrations	Infrastructure Development	Relationship Optimization
Alliance Development	Initial Product Offering (IPO)	Reorganization
Banking Relations	International Business Expansion	Resource Planning & Management
Bankruptcy Turnaround	International Logistics	Return on Assets (ROA)
Board of Directors Interface	Investor Relations	Return on Equity (ROE)
Budgeting & Forecasting	Joint Ventures	Return on Investment (ROI)
Building Visibility & Awareness	Leadership & Team Building	Revenue Generation
Business Development	Leadership Development	Risk Management
Business Process Optimization	Leading Edge Strategies	Sales Force Development
Business Re-Engineering	Legislative Compliance	Sound Financial Compliance
Business Turnaround	Long Range Planning	Start-Up Ventures
Capital Projects	Management Development	Strategic Business Planning
Cash Flow Financing	Margin Improvement	Strategic Partnerships



Change Management	Market Development	Strategic Vision
Channel Strategies	Market Expansion	Team Development
Competitive Market Positioning	Market Positioning	Transition Management
Consensus Building	Market-Driven Management	Turnaround Management
Continuous Quality Improvement	Matrix Management	Visionary Leadership
Corporate Communications	Mergers & Acquisitions	
Corporate Development	Multi-Channel Management	
Corporate Governance	Multi-Site Management	
Corporate Mission & Vision	New Business Development	
Corporate Revitalization	New Product Launches	
Cross-Cultural Communications	Organizational Culture Shifts	
Cross-Functional Leadership	Organizational Development	
Customer-Driven Management	Organizational Leadership	
Efficiency Improvement	Outperforming Competition	
Emerging Markets	Outsourcing Operations	
Executive Compensation	Paradigm Shifting	
Executive Presentations	Participative Management	
Financial Planning	Performance Improvement	
Financial Restructuring	Performance Revitalization	
Global Best Practices	Pioneering Technologies	
Global Business Development	Policy Development	
Global Manufacturing	Price & Contract Negotiation	
Global Market Expansion	Process Reengineering	
Global Operations	Productivity Improvement	
Government Relations	Profit & Loss (P&L) Management	
Growth Strategies	Profit Growth	
High-Level Negotiations	Profit Revitalization	
Influential Leadership	Public Speaking	

10 Phrases That Employers Value

- Excels in developing new markets
- Orchestrates successful programs
- Excels in building a powerful project management team
- Writes persuasively to achieve maximum impact
- Stays on top of emerging technologies
- Communicates with credibility and confidence
- Demonstrates success in reducing costs while maintaining high quality
- Generates fresh ideas
- Makes sound decisions under pressure
- Quickly grasps new routines and explanations