

How to find Sales Directors with Boolean search strings

Using Boolean search logic in Google to find resumes and profiles allows for more targeted searches. Modify our search strings examples to recruit a [Sales Director](#) who can lead your sales team and develop effective strategies.

Generic Boolean strings for Sales Directors

Build a generic search string around terms like:

- -job -jobs -sample -examples, to avoid irrelevant results
- (intitle:resume OR intitle:cv), to discover candidates' online resumes or CVs
- ("sales director" OR "VP sales"), to cover variations of the same job title

Here's an example of a Boolean search string to find resumes:

(intitle:resume OR intitle:cv) ("sales director" OR "VP sales") -job -jobs -sample -templates -examples

With these Boolean strings for sales directors, the words "resume" or "CV" have to appear either in the page title or the page url. Some companies use the term "manager" and "director" interchangeably. Adding variations of managerial job roles provides more relevant results. And, excluding more terms reduces false positives.

Searching for profiles of Sales Directors

Search for profiles on specific sites through Google by including the site: operator and terms found exclusively on member profiles. For example:

- *site:meetup.com "sales director" "member since"*
- *site:quora.com "sales director" "credentials & highlights"*

Add more criteria in your search to find profiles that better match your requirements.

When sourcing EU candidates, please refer to guidance on [using social media for recruiting and collecting candidate information](#) as per the [General Data Protection Regulation, or GDPR](#).

Sample string to search for resumes of Sales Directors in various formats

(intitle:resume OR intitle:cv) (filetype:pdf OR filetype:doc OR filetype:txt) (“sales manager” OR “sales director”) -job -jobs -sample -templates

Example Boolean search strings to find Sales Directors who work in various roles

Find Sales Directors who:

Have experience managing sales in a specific area

(intitle:resume OR intitle:cv) (“regional sales director” OR “district manager”) -job -jobs -sample -templates

(intitle:resume OR intitle:cv) (“national sales manager” OR “area manager”) -job -jobs -sample -templates -services

Have a background in a specific industry or role

(intitle:resume OR intitle:cv) “sales director” (pharma OR biotech) -job -jobs -sample -templates

(intitle:resume OR intitle:cv) “sales director” (marketing OR advertising) -job -jobs -sample -templates

(intitle:resume OR intitle:cv) “sales director” (“retail manager” OR “store manager”) -job -jobs -sample -templates

Have experience as account managers

(intitle:resume OR intitle:cv) “sales director” (“account manager” OR “account executive”) -job -jobs -sample -templates

Example Boolean search strings to find Sales Directors by skills

Find Sales Directors who:

Are familiar with B2B and outside sales

(intitle:resume OR intitle:cv) “sales director” B2B (field OR “outside sales”) -job -jobs -sample

-templates

Have a graduate degree

(intitle:resume OR intitle:cv) "sales director" (MBA OR Master) -job -jobs -sample -templates

Are certified

(intitle:resume OR intitle:cv) "sales director" ("certified" OR CSLP) -job -jobs -sample -templates

Example Boolean search strings to find Sales Directors by location

By state and city:

(intitle:resume OR intitle:cv) "sales director" (Nevada OR NV) -job -jobs -sample -templates

(intitle:resume OR intitle:cv) "sales director" Sydney Australia -job -jobs -sample -templates

By area code:

(intitle:resume OR intitle:cv) "sales director" Boston (Massachusetts OR MA) (617 OR 978 OR 351) -job -jobs -sample -templates

Find area codes [here](#).

Within a range of zip codes:

(intitle:resume OR intitle:cv) ("sales director") Los Angeles 90001..90305 -job -jobs -sample -templates

Find the right zip code ranges [here](#).

Further reading:

Learn more about incorporating Boolean search operators into your [search engine sourcing strategy](#).