
How to find Sales Reps with Boolean search strings

If you're hiring [Sales Representatives](#) (Sales Reps), use Boolean search on Google to discover resumes and profiles. Modify our example strings to find Sales Reps with experience in various sales techniques, software and industries.

Generic search string to find Sales Reps

Build search according to your needs:

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

Here's an example of a generic search string that you can further modify to find resumes:

(intitle:resume OR intitle:cv) ("sales rep" OR "salesperson") -job -jobs -sample -examples -inurl:books

The *intitle:* and *inurl:* operators generate results that include the words "resume" or "CV" in the page title and page url respectively. Adding variations of sales titles will provide more relevant results. And, excluding more terms reduces false positives.

Searching for Sales Reps profiles

Find Sales Reps by looking through social networks and forums on Google. Include the site: operator and terms found exclusively on member profiles. For example:

- *site:meetup.com "sales rep" "member since"*

Add more criteria to 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](#).

Examples of Boolean search strings to find Sales Reps by experience and industry

Find Sales Reps who:

Have worked in B2B sales

(intitle:resume OR intitle:cv) "sales rep" B2B -job -jobs -sample -examples

Have experience leading sales teams

(intitle:resume OR intitle:cv) "sales rep" "team leader" -job -jobs -sample -examples

(intitle:resume OR intitle:cv) "sales rep" (trained OR mentored) -job -jobs -sample -examples

Are certified

(intitle:resume OR intitle:cv) "sales rep" ("Certified Residential Specialist" OR CRS) -job -jobs -sample -examples

Are familiar with Salesforce

(intitle:resume OR intitle:cv) "sales rep" Salesforce -job -jobs -sample -examples

Specialize in specific industries

(intitle:resume OR inurl:resume) ("insurance sales rep" OR "insurance agent") -job -jobs -sample -samples -template -examples -"writing service"

(intitle:resume OR intitle:cv) "medical sales rep" -job -jobs -sample -examples

Have worked in a senior position

(intitle:resume OR inurl:resume) "sales director" -job -jobs -sample -templates -design -buzz

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

(intitle:resume OR cv) (filetype:pdf OR filetype:doc OR filetype:txt) "sales rep" -job -jobs -sample -templates

Examples of Boolean search strings to find Sales Reps by location

By state or city:

(intitle:resume OR intitle:cv) "sales rep" ("New York" OR NY) -job -jobs -sample -examples

(intitle:resume OR cv) "sales rep" "San Francisco" CA -job -jobs -sample -examples

By area codes:

(intitle:resume OR cv) "sales rep" WA (206 OR 509 OR 425) -job -jobs -sample -templates

Find area codes [here](#).

Further reading:

[Sourcing on Google](#): Boolean search advice and tutorial for recruiters