
How to find Salespeople with Boolean search strings

To find and hire sales reps, use [Boolean search logic in Google](#) to find resumes and profiles of experienced salespeople. Our search strings examples provide a basis to build your own Boolean search commands. Modify them to [recruit salespeople](#) who have experience and knowledge to boost your profits and add value to your sales department.

Generic search string to find Salespeople

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
- *(salesperson OR "sales rep")*, to cover variations of the same job title

Here's an example of a Boolean search string for salespeople's resumes:

(intitle:resume OR intitle:cv) (salesperson OR "sales rep") -job -jobs -sample -templates

With this search string, the words "resume" or "CV" have to appear in the page title. Adding variations of sales job roles provides more relevant results. And, excluding more terms reduces false positives.

Searching for profiles of Salespeople

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

- *site:meetup.com ("sales associate" OR "sales advisor") "member since"*
- *site:quora.com ("account executive" OR "account manager") "credentials & highlights"*

Add more criteria in your Boolean strings for salespeople 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 professionals 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 Salespeople who work in various roles

Sample search string to find:

Sales associates who are often called sales advisors too

(intitle:resume OR intitle:cv) (“sales associate” OR “sales advisor”) -job -jobs -sample -templates

Sales professionals who have managerial experience

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

Sales professionals who have experience in managing customer accounts

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

Example Boolean search strings to find sales professionals by industry

Find sales managers who work (or have worked) in retail

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

Find salespeople who sell over the phone

(intitle:resume OR intitle:cv) (“telesales rep” OR “inside sales rep”) -job -jobs -sample -templates*

Example Boolean search strings to find Sales candidates by skills and experience

Find sales professionals who:

Have experience with Salesforce

(intitle:resume OR intitle:cv) sales assistant "used Salesforce" -job -jobs -sample -templates

Managed a field sales team and have B2B sales experience

(intitle:resume OR intitle:cv) "sales manager" B2B "field sales team" -job -jobs -sample -templates

Are certified and have worked in the information technology (IT) field

(intitle:resume OR intitle:cv) ("sales development rep" OR "sales executive") "certified" IT -job -jobs -sample -templates

Example Boolean search strings to find Sales professionals by location

By state and city:

(intitle:resume OR intitle:cv) ("sales associate" OR "sales advisor") (New York OR NY) -job -jobs -sample -templates

(intitle:resume OR intitle:cv) ("sales manager" OR "sales director") Chicago Illinois -job -jobs -sample -templates

By area code:

(intitle:resume OR intitle:cv) "sales rep" (California OR CA) (626 OR 562) -job -jobs -sample -templates

Find area codes [here](#).

Within a range of zip codes:

(intitle:resume OR intitle:cv) ("business development manager") Los Angeles 90001..90305 -job -jobs -sample -templates

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

More: [Sourcing sales candidates email template](#)