

SAM SMITH

123 Any Street • Any Town, USA 12345

Mobile Telephone: 123.456.7890 • Home Telephone: 123.456.7890 • Email: samsmith@hotmail.com

CUSTOMER-DRIVEN RETAIL SALES PROFESSIONAL/STORE MANAGER

New Business & Lead Development/Account & Relationship Management/Staff Supervision & Training

PROFESSIONAL SUMMARY

A dynamic and performance-oriented Sales Professional with a consistent track record in identifying and developing new business, establishing and nurturing strong client relationships, meeting and exceeding key performance objectives, and successfully directing high-performance teams within the retail industry. Skilled communicator, presenter, and facilitator adept in creating unique approaches and programs that drive business growth and deliver top sales results. Consistently recognized for ability to increase revenues, enhance market share, and improve overall bottom-line performance through expertise in product knowledge, brand promotion, and unparalleled service delivery. Highly developed interpersonal, presentation, and negotiation skills. Exceptional written, oral, and technical aptitude.

CORE COMPETENCIES

- *Customer Loyalty/Retention*
- *Operational Management*
- *Team-Building/Coaching*
- *New Location Start-Up*
- *Sales Analysis/Reporting*
- *Relationship Management*
- *Strategic Market Planning*
- *Loss Control & Prevention*
- *Merchandising & Display*
- *Inventory & Pricing Control*
- *Sales/New Business Development*
- *Personnel Management/Training*
- *Profit/Quota/Goal Attainment*
- *Process Innovation/Improvement*
- *Client/Key Account Management*

PROFESSIONAL EXPERIENCE

- ABC Company** Any Town, USA Apr. 2011 - Aug. 2011
Assistant Manager
- Spearheaded the recruitment, training, staffing, scheduling and development of store personnel; provided ongoing direction and support.
 - Sold and merchandised premium men's footwear, accessories, and cedar products.
 - Strengthened customer acquisitions/relations/retention.
- ABC Company** Any Town, USA Apr. 2010 - Apr. 2011
Commissioned Sales Associate
- Maintained excellent customer service skills and a proven record as a top sales performer; consistently met and exceeded aggressive sales quotas/goals.
 - Demonstrated ability in suggestive selling techniques to increase revenue, improve operational performance, and enhance customer satisfaction.
 - Consistently beat budgeted monthly sales quotas.
- ABC Company** Any Town, USA Mar. 1999 - Dec. 2009
Department Manager/Sales/Operations Manager/Associate Shoe Buyer (Apr. 2005 - Dec. 2009)
- Recognized as Associate of the Year (out of fifty-five (55) associates), 2006; consistently met and exceeded aggressive sales goals.
 - Reduced and maintained shrinkage loss to less than 1/10th of 1% throughout company tenure.
 - Directed all aspects of department operations for a high-end luxury retailer with annual revenues of \$7M; leveraged a combination of client relations, business development, daily operations, merchandising, and loss prevention experience.
 - Recruited, trained and managed a staff of twelve (12); provided leadership by creating a collaborative and results-orientated environment and acted as a champion of staff training on processes and operating models.
 - Scrutinized P&L reports including extensive review of sales projections; evaluated information to increase sales performance and provided company headquarters with recommendations for improved profitability.
 - Spearheaded shoe product assortment, sourcing and procurement, promotional planning, and vendor management for an inventory worth \$3.5M; placed vendor orders, negotiated with vendors for best pricing, and evaluated vendor performance.
 - Oversaw shipping, receiving and logistics; presided over daily operations and resolved problems.
 - Established processes to monitor compliance with loss and shrinkage policies and procedures; recommended and implemented plans for deterrence and detection of shoplifting, accidents, and loss.

PROFESSIONAL EXPERIENCE (CONTINUED)*Manager, ABC Company (Mar. 1999 - Apr. 2005)*

- Launched a high-end shoe company for ABC Company; built annual revenues from \$0 to \$800K and managed budgets ranging from \$250K to \$400K.
- Built a foundation of loyal clientele who purchased \$10K - \$20K per year in footwear; delivered unparalleled service and ensured client retention.
- Recruited, hired and managed staff; planned schedules to ensure adequate manpower coverage.
- Analyzed monthly sales; maintained and monitored staffing, levels, skills, and motivation to fulfill organizational requirements.
- Managed, controlled, and purchased inventory; coordinated vendor delivery schedules to ensure appropriate levels of inventory.

ABC Company**Any Town, USA****Apr. 1995 - Mar. 1998***Assistant Manager*

- Initiated the sale and merchandising of men's shoes and accessories; developed and executed design concepts and incorporated the most innovative procedures, techniques, and creativity to enhance the maximization of sales.
- Managed day-to-day sales and operations including P&L, business development, client relations, inventory control, and human resources.
- Directed a staff of twelve (12); trained, evaluated, and monitored personnel to ensure engagement, performance, retention and future talent development.
- Modeled customer services for sales staff and promoted sales in every customer and associate interaction.

Additional Experience:

Store Manager/Manager Trainer, ABC Company, Any Town, USA

- Ranked #1 in the division (from Utah to Missouri) for increased sales performance for three (3) consecutive years.
- Twice recognized as Manager of the Year.

Manager, ABC Company, Any Town, USA

- Recruited, hired and trained numerous employees who progressed through the career path to become Store and District Managers.

EDUCATION

Associate of Science Degree in Business Administration
 Pikes Peak Community College, Colorado Spring, Colorado

References Furnished Upon Request