

JANE SMITH

123 Any Street • Any Town, USA 12345

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

SENIOR SALES PROFESSIONAL WITH 20 YEARS OF INDUSTRY EXPERIENCE

Business Identification & Development/Relationship & Account Management/Strategic Planning & Leadership

PROFESSIONAL PROFILE

A results-oriented Sales Professional with a consistent track record in identifying and developing new business, establishing and nurturing strong client relationships, and meeting and exceeding key performance objectives within a variety of leadership capacities cross-industry. Skilled communicator, presenter, and negotiator adept in creating unique approaches and programs that drive business growth, deliver strong, measurable, and sustainable market share gains, and achieve and enhance customer relations/satisfaction. Consistently recognized for ability to increase revenues and profits through expertise in market penetration, relationship management, and unparalleled service delivery. Highly developed interpersonal, organizational, time, territory, and account management skills.

CORE COMPETENCIES

- *New Business Development*
- *Strategic & Market Planning*
- *Customer Loyalty/Retention*
- *Sales Training & Coaching*
- *Contract/Price Negotiation*
- *Key Account Management*
- *Prospecting & Cold Calling*
- *Marketing/Brand Promotion*
- *Program Creation/Deployment*
- *Profit/Quota/Goal Attainment*
- *Focused/High-Level Presentations*
- *Client Discovery/Needs Analysis*
- *Networking/Referral Generation*
- *Targeted Territory Management*
- *Volume & Market Share Growth*

DESIGNATIONS

- Google Certified Adwords Reseller

TECHNICAL ADDENDUM/SOFTWARE KNOWLEDGE/SPECIALIZED TRAINING

- Digital Destination • Microsoft Office Suite • Salesforce • Search Engine Marketing (SEM)
- Search Engine Optimization (SEO) • Webinars

PROFESSIONAL EXPERIENCE

ABC Company

Any Town, USA

Sept. 2006 - Present

Senior Account Executive

Actively prospected new, high-end clients and initiated relationships through cold calling, door knocking, networking, marketing, referrals, and lead databases for a leading national yellow pages and online local search company.

- Developed marketing strategies to expand product opportunities in new and existing markets; proven ability to sell an extensive and progressive Yellowbook suite of solutions to business owners including Yellowbook.com, WebReach search engine marketing, SEO, websites, direct mail, video's, and printed directories.
- Conducted extensive market analysis resulting in the formulation of designated territories for new market penetration; developed revenue projections and employed strategies to target key decision makers.
- Oversaw the entire sales lifecycle including client research, prospect development, discovery, sales conversion, and contract negotiation.
- Successfully expanded current clients and their relationship with Yellowbook through dynamic rapport-building skills and techniques while strengthening marketplace presence.
- Scheduled, organized, and prioritized work to meet customer and directory deadline scheduling demands promptly, accurately, and efficiently.
- Prepared simple layouts, graphic design, and background information, as basis for recommending advertising programs and listing arrangements to meet the needs of each business.

Selected Accomplishments:

- Promoted three (3) times during company tenure: Account Representative to Account Executive in February 2007, Account Executive to Senior Sales Representative in March 2011, and Senior Sales Representative to Senior Account Executive, November 2011.
- Consistently achieved aggressive sales objectives every eligible year (\$1M quota):
 - Earned President Club honors two (2) years in a row, 2008 - 2009.
 - Ranked #1 in new business revenue throughout the entire Hudson Valley Region (104% of quota).
 - Achieved status as the top five (5) earner in the region.
- Consistently improved and strengthened customer relations/retention; improved customer perception by cultivating exceptional relationships through solutions-based selling and the delivery of value-added services.

PROFESSIONAL EXPERIENCE (CONTINUED)

ABC Company

Any Town, USA

Mar. 1998 - Aug. 2006

Area Manager/Store Manager

Collaborated with top tier Senior Sales and Customer Service Executives to develop and implement explosive strategies for America's largest fragrance retailer specializing in the sale of genuine designer fragrances, bath and body, cosmetics, skin care products, and related gifts and accessories for men, women, and children in over 370 discount retail stores throughout the United States and Puerto Rico.

- Led a team of seventeen (17), including five (5) Managers and twelve (12) Sales Associates, responsible for in-store sales, service, product selection, and merchandising for a \$3M+ high-volume location trending at 25% above 2005 revenues; built a cohesive staff through quality hiring, training, and retention practices in an effort to capitalize on sales potential and maximize bottom-line performance.
- Implemented corporate initiatives in a timely manner, maintained inventory integrity, provided unparalleled customer service, and ensured a world-class guest experience.
- Oversaw all publicity events and served as liaison for the corporate office high-profile clientele and staff.
- Trained team members, including Sales Associates and High-Volume Store Managers, in processes/behaviors to achieve operational excellence and ensured appropriate stock levels, store appearance standards, and product functionality; enhanced a variety of loss prevention initiatives and ensured employee compliance regarding established security, sales, and record keeping procedures/practices.
- Scrutinized retail operations; evaluated information to increase sales performance and identified skill and activity gaps through observation and feedback; assisted managers in the creation of plans to address and eliminate said gaps.
- Supported employees in the promotion of marketing campaigns, product initiatives, company sales, optimum customer satisfaction, performance standards, and the maximization of operating margins.
- Involved with all key HR issues including promotions, performance reviews, raises, hiring, and accountability; resolved conflicts, determined salaries, interviewed, hired, and trained employees, and processed payroll and benefits.
- Facilitated workshops on employee benefits, policies, and procedures and conducted sales meetings for upcoming promotions.
- Established and maintained store standards including sales performance, profitability, asset management, associate conduct, and on-floor operational and merchandise standards.
- Efficiently oversaw various in-store projects from beginning to end including new store floor planning, relocations, and preparations for increased traffic and sales during peak selling season.

Selected Accomplishments:

- Delivered double digit sales results, 2000 - 2006.
- Consistently ranked in the Top Five stores (out of 300); achieved the highest average dollar, 1998 - 2006.
- Ranked #1 volume store for spring and summer season seven (7) years in a row, 2000 - 2006.
- Excelled at building teams and developing "Winners" that vigorously defend and enhance corporate viability, growth, and prosperity.

Additional Experience:

Store Manager, ABC Company, Any Town, USA

EDUCATION

Associates Degree in Business Management; Major: Management, Marketing, and Merchandising
Westchester Business Institute, White Plains, New York

References Furnished Upon Request