

# SAM SMITH

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## SENIOR-LEVEL SALES & TRAINING MANAGER

Instructional Systems Design & Delivery/Program Creation & Execution/Performance Assessment & Testing

*Solution Selling/Customer Centric Selling/Siebel Target Account Selling*

### EXECUTIVE SUMMARY

A dynamic and results-driven sales and training professional contributing over 20 years of diverse experience, field expertise, and a proven track record of successfully managing and educating inside and direct sales representatives in a variety of methodologies, collaborating with channel partners, resellers, and system integrators, and creating training materials and presenting programs in a stimulating manner using a combination of personality, multimedia, and group exercises. Recognized as a skilled communicator, facilitator, and team-builder with an ability to inspire commitment, lead and direct all types of personalities, and consistently exceed organizational goals and objectives. Superior interpersonal, analytical, and assessment skills. Well versed in the creation of highly effective slideshow presentations and audiovisuals. Exceptional written, oral, and technical aptitude.

### CORE COMPETENCIES

- *Test Creation/Development*
- *New Hire Sales Orientations*
- *Process Improvement*
- *Client Relations/Retention*
- *Personnel Management*
- *Sales Training/Coaching*
- *Relationship Management*
- *Team-Building/Development*
- *Expanding the Opportunity*
- *Program Creation/Leadership*
- *Instructional Systems Design*
- *Performance Assessments/Testing*
- *Virtual White Board Techniques*
- *Group Presentations/Facilitation*
- *New Business Development*

### PROFESSIONAL EXPERIENCE

#### ABC Company

Any Town, USA

Jun. 1999 - Present

#### Senior Training Manager

Provided hands-on sales and technical training to more than 3K employees throughout the United States and Latin America for the industry leader in security and information storage and services.

- Managed a cross-functional team of eighteen (18) sales and technical professionals throughout the United States and Latin America.
- Oversaw administration of budget, tracked partner training, sales and client support, Siebel Target Account selling, partner sales skills, and quarterly partner certification testing.
- Delivered skills training on objection handling, presentation, white boarding, and closing skills, Request for Proposal (RFP) development, prospecting, situational selling, and financial case studies.
- Trained over 600 Account Executives, Insides Sales, and Technical Sales personnel in North America, Latin America, Europe, and Asia.
- Spearheaded the Enterprise sales new hire program; designed and implemented a two (2) week orientation to introduce new sales and technical personnel to ABC Company's hardware/software and selling strategies.
- Designed, developed, and implemented comprehensive annual sales training plan supporting organizational sales objectives.
- Analyzed training needs and facilitated both workshops and training programs for the sales force; monitored effectiveness and suitability of training techniques and programs.
- Implemented tracking mechanisms, analyzed performance trends, and developed training tailored to respond to requirements.
- Created test questions for E-Learning modules as well as New Hires; assessed performance daily and ensured the mastering of content delivered throughout training.
- Identified areas in need of improvement and provided a comprehensive strategy to increase overall production/performance.
- Effectively delivered specialized training and improved product knowledge of sales representatives in an effort to increase sales of specific items/equipment/services.

#### Selected Accomplishments/Results:

- Collaborated extensively with various inside sales teams to achieve sales quota and improve selling skills.
- Improved new hire quota attainment rates; 75%+ of all new hires achieved 100%+ of quota within the first 90 days of employment.

**ADDITIONAL EXPERIENCE**

ABC Company, Any Town, USA, Sept. 1997 - Jun. 1999  
ABC Company, Any Town, USA, 1991 - 1997  
ABC Company, Any Town, USA, 1979 - 1991

**EDUCATION/PROFESSIONAL DEVELOPMENT**

**Bachelor of Science, Business Management**  
Rutgers University, New Brunswick, New Jersey

- Sustaining High Performance, Babson College, 2005

**AFFILIATIONS**

- American Society of Training and Development - Boston Chapter

**MILITARY SERVICE**

**E5 (Sergeant), United States Army**  
Honorably Discharged

*References Furnished Upon Request*