

NAME

Address / Email / Phone

GROWTH-ORIENTED EXECUTIVE SALES LEADERSHIP

Focus: Sales Management ■ Operations ■ General Management

I build accountability among sales managers, develop an infrastructure to grow revenue and profit and focus on results versus activity. – Client Name

Performance enhancer and revenue generator who develops and implements sustained sales and profit growth. Standout recruiter, team builder and coach noted for turning around underperforming regions and territories into high-powered producers. Insight into forging business and partnership opportunities for increased sales and fluid distribution channels. Reputation for business and organizational acumen and dexterity in managing operational budgets.

TRACK RECORD OF EXECUTIVE PERFORMANCE RESULTS:

Company	Result
Company Name	Maintained positive trending of net sales at current 110.53% after initiating effective process improvement and brand recognition measures.
Company Name	Achieved Distinction for 3 consecutive years of delivering record company figures in sales and profits. Propelled sales from \$79 million to \$110 million in < 3 years.
Company Name	Turned around regional sales performance to achieve steady double-digit annual revenue growth.
Company Name	Achieved explosive sales growth as a result of developing lead conversion program, which was successfully adopted by corporate at the national level

EXECUTIVE PERFORMANCE HISTORY

COMPANY – City, State

19XX to 19XX

Description

Vice President Furniture (Sales/Marketing)

Aggressively drive revenue and gross margin by addressing issues of high staff turnover, underperforming field sales, operations and order delivery and declining product brand.

Direct all major marketing programs and promotions, guiding 13 direct reports while overseeing XXXX order acquisition and order management functions. Manage State, State, State Market (3 field sales offices), with full P & L accountability. Recruit, train, develop, manage and promote high-powered corps of productive ABC department sales and sales support associates.

Develop fiscal year business plans and budgets. Implement headquarters and divisional plans, strategies and objectives in relation to XXX sales, marketing, order acquisition and other management areas within sales organization, including design and furniture sales support.

POSITIVE UPWARD TRENDING IN NET SALES | EFFICIENCY & SALES RESTRUCTURING | COST REDUCTION

- **Elevated net result sales (cresting at 110.53%)** as result of measures initiated to improve processes, brand recognition and personnel efficiency.
 - **Revamped ABC Sales Support team** to better structure roles and responsibilities to empower staff to increase efficiency while processing transactional and contract furniture orders.
 - **Recruited and hired 2 senior project managers** to help support sales activities and provide clients with professional project management.
 - **Redirected XXX Director priorities** to facilitate client interaction, resulting in sales closure boost.

- **Built market synergy by redesigning XXX sales territories** to more closely align with coverage by ABC product selling teams.
- **Reduced management costs** through efficient use of contract employees to handle specific functions.
- **Project-manage \$2.5 million single contract** with health care company in City, State.

COMPANY – City, State

19XX to 19XX

*Description***Director of Sales and Marketing**

Ignited stagnant, unfocused sales operation. Commanded total influence over daily sales functions by managing Customer Service, outside sales team, product claims administration and Marketing Communication function.

Assumed full responsibility for company's P & L and led initiative presenting capabilities to new strategic alliances. Established strategic and consultative quota-driven sales environment to achieve sales/profit objectives. Recruited and promoted 2 regional sales managers, 20 territory managers, inside marketing communications managers, sales support staff and product claims administrator. Assumed full responsibility for company's P & L. Played key role in presenting capabilities to new strategic alliances. Restructured field sales compensation plan. Developed and implemented annual sales award and recognition program.

EXPLOSIVE SALES GROWTH | MARKET STRATEGIES | CHANGE MANAGEMENT & INFRASTRUCTURE VIABILITY

- **Skyrocketed sales from \$79 million to \$110 million**, a 39% increase in fewer than 3 years. **Achieved record company sales and profits** for those 3 consecutive years.
 - **Designed company's "Go To Market Strategy"** that assessed viability and sales/profit potential of new products and their effects on organizational structure and elevated reputation among manufacturing partners.
 - **Created dynamic value proposition** called "Why Select The ABC Company," which was successfully presented to various manufacturing partners.
 - **Deepened marketing's role within ABC organization after developing Marketing Communications position** designed to build company brand, attract partnerships and, in general, provide integrated marketing services.
 - **Fueled marketing strategies to support new manufacturing partners'** capabilities. Researched and tailored compelling messages, including new product information, to prospects and customer base.
 - **Enhanced field sales staff effectiveness** after producing and implementing successful presentation training modules for Territory Managers.
 - **Elevated customer satisfaction** by redesigning customer service roles to adhere to client needs and response time requirements.
- **Grew sales by additional \$5.34 million** (total annual sales of \$115.34 million) after establishing product segmentation program allowing field sales staff to focus on fewer products but sell deeper into targeted Home Builder accounts.
- **Built viable infrastructure to sustain continuous sales growth.** Created The Core Manager Group (comprised of mid-manager peers) to provide quality, open communication and effective internal resource allocation to maintain fast-paced sales growth.

COMPANY – City, State

19XX to 19XX

*Description***Regional Vice President**

Challenged to overhaul underperforming region, directing \$13.2 million territory consisting of xxxxxxxx.

- **Grew sales revenue 10% each year** during tenure and maintained expenses within assigned budget after redirecting selling effort.
 - **Recruited improved level of sales professional** and firmly established sales quota mind-set within 10 direct selling staff.

- **Advanced attainment of repeat business** by creating key account specialist position to partner with existing sales team.
- **Turned around territory sales focus and existing conflict within various brand channels** by cultivating performance-driven mind-set with all territory managers.

COMPANY – City, State

19XX to 19XX

*Description***Business to Business Sales Manager**

Challenged to develop sales function for start-up Internet-based company offering itself as single source provider for ABC products and accessories.

Built sales function from ground up by establishing internal response system for E-commerce partnerships, on-line product merchandising and order closure.

- **Generated and maintained impetus for online selling function** by coaching and mentoring other associates and by closing largest single order (\$300,000) in company's short history.

COMPANY – City, State

19XX to 19XX

*Description***Northwest Regional Manager**

Revitalized sales organization, improved product market share and developed and improved distribution channels.

Directed 12 reports in \$22 million region consisting of XXXXXXXX.

- **Influenced senior management buy-in to “virtual manufacturing tour,”** then spearheaded City-based Resource Center used to present company capabilities and product solutions to remote clients.
- **Wrote article on ABC that was published** in Spring 2000 edition of XXXXX.

COMPANY – City, State

19XX to 19XX

*Description***Regional Manager**

Led 17 direct sales reports and held \$25 million revenue accountability.

- Enhanced distribution channels and field sales organization resulting in **improved market share and business plan attainment.**

COMPANY – City, State

19XX to 19XX

\$150 million international manufacturer of window treatment products.

National Sales Manager – Contract Division

- **Developed successful lead conversion program successfully adopted by corporate at national level.** Created telemarketing team armed with CRM tool to better convert leads into sales. **Resulted in explosive sales growth.**

** Prior National/Regional Management Experience as **National Sales Manager** and **Western Regional Sales Manager** (Company) and **Regional Manager** (Company)*

EDUCATION

Bachelor of Science in Business Administration/Marketing

ABC UNIVERSITY, City, State