

Take initiative... provide leadership

SALES / MARKETING ▪ SALES MANAGEMENT

Competitive, confident BS in Marketing and Management with 10 years of progressive contributions to business development for an IT industry leader

DYNAMIC, GOAL FOCUSED AND AWARD WINNING PERFORMER. CHARACTERIZED AS AN ASTUTE BUSINESS ANALYST AND EFFECTIVE SALES STRATEGIST. POSSESS SOLID CONSULTATIVE SALES TECHNIQUE, EXCEPTIONAL ORGANIZATIONAL AND MANAGEMENT SKILLS. ARTICULATE AND PERSUASIVE PRESENTER, SKILLED NEGOTIATOR WITH POLISHED CLOSING STYLE. OFFER OUTSTANDING RECORD FOR GROWING REVENUES, INCREASING MARKET SHARE AND BOOSTING PROFITS WITH TECH COMPANY. INCREASED TERRITORY SALES FROM \$5,000,000 TO \$25,000,000 IN THREE YEARS. EFFECTIVE TRAINER AND MOTIVATOR, DEVELOPED HIGH-PERFORMING SALES REPRESENTATIVES.

PROFESSIONAL EXPERIENCE

TECH COMPANY – Nice City, State

1994 - Present

INSIDE TERRITORY MANAGER (2002 - Present)

Catalyze sales growth in New England for this global provider of IT products, logistics management and value-added services. Identify business opportunities, formulate and drive strategy to achieve assigned sales goals. Partner with existing customers, field executives and vendors to assess business needs, formulate and present winning solutions packages. Direct, motivate and supervise a team of six representatives.

- **Increased sales by 500%**; grew targeted accounts by 30% in first year and by 55% in year two; received **President's Club and ITM awards**.
- Traveled to the region to conduct field research, called on prospects, and **cultivated relationships with key corporate decision-makers**.

SENIOR SALES REPRESENTATIVE: New England (1998 - 2002)

Provided sales and marketing expertise critical for developing new inside and outside accounts. Aggressively promoted programs and products to create a sales mix that maximized profits. Identified target accounts, devised and implemented effective tactical plans. Guided, developed and managed the performance of seven sales associates in a team-selling environment to attain all assigned goals.

- **Grew territory sales from \$2,000,000 to \$10,000,000**; multiple-time **100% Club** achiever and **Top Sales Representative** for one quarter.
- Delivered **quality business consulting** and support to account partners, helping customers to **maximize their return on investment**, which resulted in **new business and continued loyalty**.

SALES REPRESENTATIVE: Business Development (1996 - 1998)

Aggressively developed new clients and promoted products and services to meet client need and critical company objectives. Conducted extensive market analyses, made contacts and forged relationships with key influencers. Presented custom solutions packages, negotiated terms and administered contracts. Trained and supervised sales associates in servicing major accounts.

- **Generated \$5,000,000 in new sales revenues**; achieved **40% growth** in major account business; earned multiple 100% Club awards.
- Introduced improved client account management practices, controls and review processes that **assured optimal profitability**.

SALES ASSOCIATE: Major Account Team (1994 - 1996)

- Collaborated with team to develop account sales in Tennessee, Georgia, Florida and New Jersey; grew government sector sales; earned **100% Club status** for achieving sales goals.

Continued

SOFTWARE PROFICIENCIES

Microsoft Excel / Word / Outlook Express

EDUCATION & TRAINING

BACHELOR OF SCIENCE: Management / Marketing ▪ *GPA 3.8*
Tampa College / Florida Metropolitan University

2001
Clearwater, Florida

Additional courses, seminars and workshops include:

Art of Negotiation ▪ Relationship Building ▪ Salesmanship ▪ Customer Relations ▪ Microsoft and Cisco product certification programs ▪ Management Ethics ▪ Human Resources

REFERENCES AVAILABLE ON REQUEST