
John Smith

Address line 1
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AREA SALES MANAGEMENT / SALES EXECUTIVE

Well networked and results oriented, possessing excellent sales management experience. Proven record of providing a high level of sales turnover through the development of accounts throughout N.E. England and Scotland in the very competitive and declining U.K. paint industry. Highly customer orientated with a good commercial awareness - believing maximum sales results come from sound customer service, good follow up and ethical selling. Now looking for greater responsibility whilst continuing to bring a significant contribution within a field sales / management role for a successful company that rewards on merit.

AREAS OF EXPERTISE

- Business planning / development
- Maximizing profit / exceeding targets
- Budgeting / financial control
- Identification of customer needs
- Product development
- Forecasting / planning
- Account management
- Salesmanship / direct sales
- Customer focus / retention
- Sales initiatives
- Lead generations
- Negotiating

PROFESSIONAL EXPERIENCE & SIGNIFICANT ACHIEVEMENTS

AREA SALES MANAGER

1998 - Present

Write Company A Here

Industrial sales and distribution of industrial paints throughout the North East to Scottish Borders. Opening and developing accounts, planning own time and daily routines.

- Opened over 20 new accounts per year. Developing over 200 (£750,000 of sales in 2001).
- Established and developed core range products in all accounts.
- Delivered the right product to customers, accurately and on time, understanding their specific requirements and providing them with technical assistance for product and production improvements.
- Negotiated most favourable rates.
- Identified new markets and introduced new products to the U.K. market place.
- Managed new applications to completion after identifying new opportunities and validating customer needs.
- Delivered end-user training solutions that met the needs of the customers' business and their staff.
- Developed commercial partnerships and solid business relationships, by maintaining a contact strategy that ensured good customer follow up.

SALES MANAGER

Oct 96 - Jun 98

Write Company B Here

- Sold wood finishing, paints for plastics, commercial transport and powder coatings.
 - Achieved sales growth within the North of England meeting all objectives in company business plan.
 - Introduced new products to the marketplace and maintained all on-going targets.
 - Consistent "Top Performer".
 - Approached by Cromadex after on 7 months in the field.
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PROFESSIONAL EXPERIENCE & SIGNIFICANT ACHIEVEMENTS

PAINT SPRAYER 1994 - 96

- Responsible for blasting / painting on new Diggers - experience covering all aspects of preparation and application including grit water blasting; airless, gas, arc and conventional spraying.
- Responsible for QA/QC, production, inspection, safety, some client and contractor liaison.

AIRCRAFT SPRAYER / SUPERVISOR 1992 - 94

Various Contracts

- Stansted, Bournemouth, Manchester and Hamburg.
- Supervised the stripping and repainting of many aircraft including logos on long haul 747, 757, and 146s'.

BUSINESS DEVELOPMENT / ACCOUNT MANAGER 1987 - 92

Write Company C Here

- Established the company from scratch, employed 6 staff.
- Various contracts: stove enamelling, vehicle spraying, powder coating, and furniture spraying.
- Secured all new business by cold calling on sheet metal shops and road haulage companies.
- H.R. / payroll, purchasing, marketing skills and experienced gained.

GENERAL MANAGER 1984 - 87

Write Company D Here

- Promoted from Chargehand to Foreman to G.M.
- In charge of 15 staff including administration, purchasing, stock control, customer relations.

LEADING AIRMAN (RAF) 1979 - 84

Royal Air Force

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Sales Courses / Professional Development:

Certificates Sales Training (Spearhead, T.A.C. and S.P.I.N. sales trained)

Modules and various internal training courses have supplemented my extensive experience

Accounts and Profitability, Presentations and Communications, Health and Safety, Assertions and influencing skills, Salesmanship, Loss Prevention, Time Management, Customer care.

(commensurate with key skills and experience)

Technical Qualifications:

City & Guilds	Vehicle and Craft Studies Parts 1 & 2
C.L.A.I.T.	Computer Literacy and Information Technology.
Certificate	Metal Spraying
Certificate	R.A.F. Technical Training (Paint Finisher)

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Interests / Pastimes: Golf, football, family.

Personal: Born 66. Married.

References available on request

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