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KEY ACCOUNT MANAGEMENT - BUSINESS DEVELOPMENT

Results orientated, well networked with an influential approach to achieving sales, business and market development. Broad range of experience from the creation of new market opportunities, expanding distribution and introducing new products, through to the establishment of effective sales force controls. Developing the necessary management expertise for changing circumstances. Now looking forward to a new Management position preferable within Business Development or Sales and Operations Directorship.

AREAS OF EXPERTISE

- Strategic planning
- Sales initiatives
- Maximizing sales
- Exceeding targets
- Account development
- Business planning and reviews
- After sales initiatives
- Budgetary / cost controls
- Identifying customer needs
- Identifying new markets
- Marketing / promotions
- Board level presentations
- Negotiating
- Retail sales
- Business development

PROFESSIONAL DEVELOPMENT

Formal external training and in-house courses have supplemented my extensive hands-on management experience: Training Trainers, Training Techniques, Managing Training, Sales Training, Negotiating Skills, Customer Services, Telephone Techniques, Sales / Account Management, Negotiating, Finance, Presentation Skills - all commensurate with areas of expertise.

PROFESSIONAL EXPERIENCE AND SIGNIFICANT ACHIEVEMENTS

TERRITORY MANAGER

March 2007 - April 08

Write Company A Here

- Responsible for 150 accounts, selling seeds, bulbs, potatoes and garden produce to garden centres across the North-East, Yorkshire, Lincolnshire and Humberside.
- Managing a team of four merchandisers.

KEY ACCOUNT MANAGER

2002 - Sept 2007

Managed key accounts in Scotland and the North of England. Branded products include Pritt Sticks, Loctite, Copydex, Gloy and Art Attack PVA. Sellotape, (Henkel acquired Sellotape in October 2002, effectively doubling business responsibilities).

- Responsible for budgetary control, over-rider and rebate payments.
 - Created and implemented account development strategies that significantly enhanced growth.
 - Achieved first ever £1m field sales account (Magson, York).
 - Grew Nisa-Todays business from 234k in 1998 to 705k in 2003.(Premier Group).
 - Won sales incentives including holidays to Australia, Las Vegas, Lapland and Budapest.
 - Identified new markets and introduced new products to the UK market place.
 - Negotiated catalogue pricing and listings with major groups.(Club, Premier and Impact).
 - Created and implemented account development strategies that significantly enhanced growth.
 - Provided staff product, sales and motivational training to distributors / branches
 - Developed commercial partnerships and solid business relationships
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PROFESSIONAL EXPERIENCE AND ACHIEVEMENTS (CONT)

SENIOR SALES CONSULTANT

2001 - 02

- Sold consumer adhesives to wholesale CTN's and Regional Councils in Scotland and the North East.
- Developed and executed business development plans / business reviews.
- Consistent "Top Performer" won various national accolades.
- Introduced new products to the marketplace and maintained year-on-year targets.

SALES REPRESENTATIVE

1999 - 01

Write Company B Here

- Increased market share and distribution through wholesale and commercial dealers.
- Won prestigious Salesperson of the Year Award in 2000 and 2001 (not eligible thereafter)
- Won various awards for consistently over achieving targets.
- Achieved sales growth inline with business plan through Customer Base and Distribution Network.
- Retained accounts through monitoring product usage and effective customer follow up.

Early Career Summary:

Sales Manager	<u>Edinburgh</u> Maximized sales of photographic and digital equipment mainly to professionals. Managed salesforce of six consultants.	1998
Sales Manager	<u>East Grinstead</u> Managed salesforce of seven consultants across Scotland and The North-East.	1995 - 98
Retail Training Manager	<u>London</u> Trained multiple and independent outlets, distributors and the Sky sales force - devised own training plans. Clients included BT, Comet, Dixons, Granada, Norweb, John Lewis and Scottish Power. Wrote Sales Training Booklet 'Selling Satellite' published by ERT magazine.	1992 - 95
Business Partner	<u>Kettering</u> Responsible for Sales, Marketing and Technical side of the first specialist satellite dealer in the area, controlling a direct sales force of 14 sales personnel.	1989 - 91
National Sales Manager	<u>Stevenage</u> Sold systems to video library retailers Recruited and trained a sales force of 5.	1986 - 88
Sales Executive	<u>London</u> Opened 347 new accounts. Won sales awards.	1982 - 86
Sales Representative	<u>Leicester</u> Turned around less successful areas.	1980 - 82
Grocery Manager	<u>Bristol</u>	1976 - 80

PERSONAL:

Date of birth: 1959
Interests / pastimes: Golf, Motorcycling, Photography

Availability - Immediate start
References available on request.