
Paul Jones

Address Lines 1
Address Line 2
Chester-le-Street
Post Code

Telephone: 0191 123456. Mobile: 07831 123456. Email: pauljones123@email.com

SALES MANAGEMENT- MARKETING - SOURCING

Goal orientated with an influential approach to B2B sales development mostly within the UK, from the creation of new market opportunities that has required a high degree of commercial awareness, to the development of effective sales force controls and the necessary sales / management expertise for changing circumstances in the market place. Now looking to use my sales and business skills within a new challenging, independent position that rewards on merit and hard work.

AREAS OF EXPERTISE

- Business development
- Maximizing sales
- Exceeding targets
- Sourcing quality products
- Identifying new markets
- Account management
- Business planning and reviews
- Team development / leadership
- Financial controls / budgeting
- Organising trade shows
- Salesmanship
- Marketing initiatives
- Product development
- Promotions
- Purchasing/negotiating

PROFESSIONAL EXPERIENCE AND SIGNIFICANT ACHIEVEMENTS

SALES DIRECTOR / AGENT

2003 - Present

Write Company A Here

- Selling contract merchandise mainly for 3 quality manufacturers, EBI, Boi Trading and Basestar 2000 Ltd.
- Opened numerous accounts, (multiples and independents) including the Officers Club, Michael Guineys and Roche Stores, Ethel Austin, Action Apparel, Arnots, Alders and Bewise.
- Sold over £2 Million for Basestar Limited in the past 2 years.

SALESMAN TO SALES MANAGER

1995 - 03

Write Company B Here

- As a manager I oversaw a sales team of 6 representatives and 2 agents.
- Sold over £2 Million to the "Officers Club" account since appointment.
- Other major accounts included Bewise, W.E.W., and Your More Stores.

SALES REPRESENTATIVE TO MANAGER

1992 - 95

Write Company C Here

- Re-launched the old "Private" label in the North of England.
- Wrote more business than the four other members of the sales team combined.

SALES AGENT

1990 - 92

Self employed

- Sold "Strength" clothing, John Tungatt shirts and various other sportswear to wholesale and retail clients in the North of England.
- Increased the John Tungatt account base from 5 to 50 with a turnover of £650K p.a.

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PROFESSIONAL EXPERIENCE AND ACHIEVEMENTS (CONTINUED)

FIELD SALES MANAGER

1989 - 90

Write Company D Here

- Managed 5 reps/sales agents and covered the whole of the UK.
- Dealt with major accounts and organised National and Regional trade shows.

AREA MANAGER

1987 - 89

Write Company E Here

- Sold a range of woven and printed labels, mainly to clothing, furniture and shoe manufacturers throughout the North of England on an 80% existing and 20% new client basis.
- Increased T/O by £100K and was the first person in company to achieve over £1 Million in sales.

SALES REPRESENTATIVE

1984 - 87

Write Company F Here

- Developed business with major clients such as Fenwicks, Wilderness Ways and LD Mountain Centre.

Early Career Summary

Professional Footballer (1969 - 77).

PERSONAL:

Date of Birth: 1958.

Married.

Full clean driving licence.