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# Jane Smith

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Chepstow

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## SALES MANAGEMENT

♦ Estate Agent - Business Development - Sales and Marketing ♦

A proven track record of working as a Sales Manager with over 15 years experience in all aspects of Estate Agency. Highly motivated and successful in optimising business and team potentials, whilst achieving goals, and delivering the highest standards in very difficult trading conditions. Believing that the ability to monitor market trends, sales integrity and sound customer follow-up with the ability to inspire others maximizes profits, staff and customer retention. Now looking for an exciting sales management or recruitment appointment preferably within banking or estate agency.

## AREAS OF EXPERTISE

- Business Development
- Maximizing Profits
- First Class Consultation
- Team Leadership / Training
- Customer Service
- Innovative Marketing Solutions
- Market / Business Analysis
- Financial Control / Budgeting
- Client Solutions
- Public Relations
- Negotiating
- Property Valuations

## PROFESSIONAL EXPERIENCE AND SIGNIFICANT ACHIEVEMENTS

### SALES MANAGER

*Oct 04 - Present*

#### Company A

Responsible for effectively managing and supervising office staff, by planning and focusing sales targets (residential market, commercial properties, valuations estate management, sales of agricultural land and property). Giving clients all advice on all aspects of marketing their properties. Meeting all sales targets. Reporting directly to the Director.

- Instrumental in making the Company A office a profitable branch.
  - Developed this successful office from scratch (opened in October 2005), with properties on the books. It is now a prominent Estate Agent. Ongoing planning and development of the business strategy.
  - Assisted in sales and marketing, staff recruitment and development, and promoting the very highest level of service. Promoting Financial and mortgage leads
  - Maximized income and profits by implementing advertising and marketing campaigns whilst promoting a new and innovative range of products and services.
  - Full knowledge of Property Miss-description and Home Information Packs.
- As Staff Trainer/Developer:** (experience gained in all aspects of HR/ personnel work).
- Evaluated training programmes for staff such as customer service and salesmanship.
  - Delivered new training solutions that met the needs of the business and the people.
  - Follow-up research concluded, improved budgets, increased profits and improved morale.
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## PROFESSIONAL EXPERIENCE AND ACHIEVEMENTS (CONTINUED)

### Acting as a Branch Manager (nil at office) - Reporting to the Director:

(experience gained in all aspects of HR/ personnel work).

- Responsible for P&L, budgetary controls, sales and marketing, staff recruitment and development to the very highest level of service.
- Implemented best practice processes and increased the creative work level of previous office standards. This brought in a range of marketing and leadership experience and reversed some credibility issues.
- Maximized income and profits by implementing advertising and marketing campaigns whilst promoting a new and innovative range of products and services.

### MANAGER

Mar 02 - Oct 04

Self Employed, Chepstow.

- Established and opened a Children's Clothes Agency, selling clothes toys on a commission basis.
- Experience gained in running own successful business, all aspects of selling, accounts and book-keeping.
- Sold the business as a going concern - still trading today.

*Career break to look after my children*

(1999-02)

### SENIOR SALES NEGOTIATOR

1983 - 99

Company B in Westbury on Trym Bristol (1997-99).

Company B, Hemel Hempstead (1983-92).

Accomplished sales negotiator within a highly prestigious estate agency. Proficient in all areas relating to the purchasing and sale of properties as well as delivering exceptional customer service. Ability to qualify clients, prioritise and work under pressure, with excellent time management skills working on own initiative and as part of a team. Experience gained within all aspects of the agency, such as residential markets, commercial properties, valuations estate management and sales of agricultural land and property.

- Personally contributed towards making a significant profit for this office.
- Met all sales targets: significantly increased revenue and profitability and met all agreed Key Performance Indicators (KPIs) and Service Level Agreements (SLAs) as part of a large team.
- Advised on methods of sale, measured properties, wrote sales details and arranged advertising.
- Presented properties to potential buyers and negotiated the sale on behalf of clients (buyers and sellers).
- Developed experience in all aspects of the agency work, residential markets, commercial properties, valuations estate management, sales of agricultural land and property and rented property.

### EARLY CAREER SUMMARY

Sales Negotiator	Connell Estate Agency	1992-95
Trainee Sales Negotiator	Connell Estate Agency	1992-95

### PROFESSIONAL DEVELOPMENT

**HNC** Business and Finance 1991-93

Management courses: Salesmanship, leading and training for success, priority / time management, computer literacy. Financial controls, customer care, action planning, business development.

### PERSONAL

*Interests and Pastimes:* Family, watching football, swimming and rambling.  
*Mobility:* Full clean driving license.