
Paul Jones

Address Line 1
Address Line 2
Northumberland
Post Code

Telephone: 01670 123456. Mobile: 07944 123456. Email: pauljones123@email.com

SALES MANAGER / AREA TRAINING MANAGER

♦ Business Development - Staff Training / Development - Problem Solving ♦

Highly successful in defining company direction, achieving goals and optimising business whilst delivering the highest standards in the competitive retail sector. Skilled in optimising team potentials through delivery of management training / development solutions, design and delivery within tight deadlines and budgets, whilst promoting best practice encouraging a self development culture and trainers to train. Now looking for a similar position, will consider Area Management position that offers a genuine opportunity for progression.

AREAS OF EXPERTISE

- Business development
- Training design / development
- Exceeding targets
- Reducing shrinkage
- Identifying customers' needs
- Maximizing profit
- Budgeting / financial control
- Salesmanship / sales initiatives
- Identifying / new markets
- Product development / promotions
- Management training
- Health and Safety
- Stock / cost control
- Property management
- Merchandising

PROFESSIONAL DEVELOPMENT

Formal external training and numerous in-house courses, has supplemented my extensive hands-on management experience: Training the Trainer, First Class Service Proposition, Staff Performance Reviews, Supervisory Management, Instructional techniques, Appraisal Writing, Time Management, Health and Safety, Manpower Planning, Staff Development, Retailing, Accounts and Profitability, Presentations and Communications, Health and Safety, Assertions and Influencing Skills, Loss Prevention, Time Management, Customer Care.

PROFESSIONAL EXPERIENCE AND SIGNIFICANT ACHIEVEMENTS

STORE MANAGER (Area / Troubleshooting Management)

May 05 - present

Write Company A Here

Full operational control of the newly refurbished store at North Shields plus Area Management responsibilities. Trouble-shooting whilst at Warrington and Northwich.

- Oversaw a major £200,000 refurbishment at North Shields as part of an investment of £600,000 in the North East.
- Led an increase and the busiest turnover from £3 - 6,000 for sales of appliances in Northwich.
- Extended the product range, implemented new deals and promotions in store plus a new free home delivery service.
- Significantly raised the profile and turned around the failing stores at Warrington and Northwich.

CONCESSION MANAGER

Jul 01 - Jan 05

Write Company B Here

- Started up and developed this new sales operation that included defining organisational needs, recruiting and staff development training.
 - Mobile management / trouble shooting responsibilities throughout the U.K.
 - Implemented strategic business plan, marketing strategy, trading accounts and management training.
 - Ensured all space in store was effectively utilised.
 - Maximized sales by consistently promoting a culture of customer service excellence.
 - Wrote an Induction Manual that was rolled-out throughout the U.K.
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PROFESSIONAL EXPERIENCE AND SIGNIFICANT ACHIEVEMENTS (CONTINUED)

STORE MANAGER (and Area Training Manager)

1993 - Jul 01

Write Company C Here, Alnwick.

Full operational control of this flagship store including customer service responsibilities, rolling out new practices around the North East and Scotland. Responsible for sales and marketing, budgetary control, all sales forecasting, managing a budget in excess of £3.5 Million p.a (6,000 sq. ft. of retail space).

- **In Effect - Increased Turnover From £20K to over £65K per week.**
- Recognised as Sales Manager of the Year (Appliances) 1999.
- Leading store for sales and “white goods” warranties.
- Implemented customer follow-up questionnaire which detailed relevant management information.
- Reduced shrinkage to £4,500 p.a. under target, (top performance store).
- Raised awareness and marketed the store by organising special promotional sales evenings.
- Increased turnover year on year, consistently beating budgeted requirements.
- Oversaw £1 Million refurbishment.

Staff Training / development / HR.

- Trained and developed the team, some of whom now manage departments.
- Designed customer care and product knowledge training package that reduced staff turnover, increasing morale and productivity and laid a foundation for a systematic staff training programme.
- Delivered and induction training to new managers within region.
- Appointed high calibre staff and monitored performance.

AREA MANAGER (North East and Scotland)

1992 - 93

Write Company D Here

- **Full operational and management control of 20 Stores, budget over £6 Million.**
- Instituted and developed new and necessary operational procedures, creating and overseeing the management and new sales teams.
- Started and developed new sales operations, staff development training, defined organisational needs and recruited staff based on business performance of other successful stores.
- Implemented and developed: strategic business plan for all newly created Superdrug store, marketing strategy, monthly trading accounts, management training and development plan.
- Analysed all buying procedures in line with best practice and organisational requirements thereafter oversaw the smooth running of new and existing stores.
- Set up and managed personnel review and appraisal system.
- Maximized regions sales through consistently promoting a culture of customer service excellence.
- Ensured all space in store is effectively utilised.

MANAGER

1986 - 93

Based in Cramlington, Northumberland.

- Managed problem stores throughout the UK and Scotland.
- Managed 5 local stores.
- Opened the Cramlington store in Northumberland.

Early Career Summary

Retail Manager	Care Drugstores (opened first store in the N.E.)	(1985-86)
Store Manager	Fare (Highest Sales per Square foot in the company)	(1980-85)
Merchandising Manager	(Youngest Ever Manager - Now Safeway)	(1976-80).

Interests and Pastimes: Sailing, family, football, entertaining friends

Status: Married (2 children)

Born: 1963.

References available on request