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SALES AND MARKETING / GENERAL MANAGEMENT

Possessing a number of demonstrated Sales and Marketing abilities, achievements and on-going success by establishing new business generating ideas, whilst achieving and exceeding targets in the very competitive motor trade. Also possessing significant achievements, planning and implementing and organising marketing strategies, events and exhibitions within budget limitations. Proven track record illustrates a significant contribution for a company that offers a genuine opportunity for career progression within a similar sales / marketing management position.

AREAS OF EXPERTISE

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|----------------------------------|----------------------------------|--------------------------|
| ➤ Strategic marketing | ➤ General management | ➤ Forecasting / planning |
| ➤ Account / business development | ➤ Negotiating | ➤ Product launches |
| ➤ Customer targeting / follow-up | ➤ P&L / Financial controls | ➤ Networking |
| ➤ Business development | ➤ Sales initiatives / promotions | ➤ Credit control |
| ➤ Merchandising | ➤ Exhibition management | ➤ Quality Assurance |

PROFESSIONAL EXPERIENCE & SIGNIFICANT ACHIEVEMENTS

SALES AND MARKETING DIRECTOR

2003 - 08

Write Company A Here

Managing sales / promotional events throughout the UK (5 General Sales Managers and 50 sales staff) working within a strict budget. Also responsible for Group-wide customer care and managing the busy Central Finance Office dealing with revenues of over £1 Million per month.

- **Responsibility for all areas of the marketing mix:** from strategy, to communications and media as well as planning, design and execution of marketing plans.
- Created and implemented development strategies that significantly enhanced business growth.
- Developed and executed business development plans / business reviews.
- Planned and executed innovative marketing initiatives for the B2B client base.
- Acquired valuable business intelligence relating to the competition and our positioning in the market place.
- Accelerated business volumes by ensuring marketing plans identified with opportunities, risks and resources.
- Compiled marketing proposals, display packages and large volumes of company promotional literature.
- Organised on-site events and open days, co-ordinated site visits, seminar programmes, exhibition stands.
- Prepared and distributed tender documents, mailshots, artwork, floor and stand plans etc.
- Organised receptions (up to 300 guests), opening ceremonies and tours.

GENERAL MANAGER (SOUTHERN REGION)

1995 - 03

Write Company B Here

Sold over 25,000 cars p.a. with revenues over £250 Million p.a. Meeting and exceeding all monthly sales targets within year-on-year budgets. Managing a multi-disciplined teams of over 300 direct reports along the South Coast including Car Supermarkets around the M25 (London).

- Sold @1500 cars from 3 sites every month.
 - Developed excellent customer service through the initiation of a Quality Assurance programme.
 - Expanded fleet business from 80 to over 900 units per year, business to business customers.
 - Consolidated 4 sites that increased turnover to 3600 cars.
 - Opened new dealerships in London.
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PROFESSIONAL EXPERIENCE & SIGNIFICANT ACHIEVEMENTS

Write Company C Here

SENIOR SALES EXECUTIVE / SALES MANAGER

1993 - 95

Responsible for working as part of a team and supervising 2 others in all aspects of the new and used car site, such as display, valuation, disposal and advertising as well as meeting monthly car sales targets. Day-to-day use of computer systems for various finance products. Also responsible compiling monthly/weekly written reports and sales figures.

- Instrumental in transforming outlet into a successful business personally selling 200 new cars p.a.
- Trained and developed team to sell and advise on financial products.
- Developed a sound trading base enabling the company to compete with larger businesses which again assisted in company expansion.
- Repeat business results 1994 @ 30%
- Developed excellent customer service through the initiation of a Quality Assurance programme.
- Increased finance income (volume) from £345,000 to over £2.5 Million.
- Expanded fleet business.
- Increased profits by 10% by re-negotiating the company's finance and stocking plan.
- Met and exceeding all monthly sales targets within year-on-year budgets.

SALES EXECUTIVE

1993

Responsible for working as part of a team controlling all aspects of the new and used car site, such as display, valuation, disposal and advertising as well as meeting monthly car sales targets. Also compiling responsible monthly/weekly written reports and sales figures.

- Won one of 4 National Directors Merit Awards.
- Highest paid Sales Executive for 5 years.
- Sold and advised on financial products.
- Developed a good business rapport in a wide client base.
- Ordered and arranged delivery of vehicles.
- Encouraged customer satisfaction by maintaining after sales service and effective follow up.
- Established delivery system for new registrations.
- Negotiated prospects on a one to one basis in the showroom and over the phone. (Dealt with all own administration and paperwork.

EDUCATION / PROFESSIONAL DEVELOPMENT

Formal external training and numerous in-house courses, has supplemented my extensive hands-on management experience: Branch Management, Finance Enhancement, Credit Control. Advanced Salesmanship, Leading and Training for Success, Priority / Time management, Computer Literacy. Financial controls, customer care, Action Planning, Business Development Planning.

All courses commensurate with areas of expertise / key skills.

Interests / Pastimes: Golf, cycling, squash, cricket and hill walking, football.

Personal: Born: 1976. Married. Full clean driving licence.

References available on request