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# John Smith

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Rickmansworth

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## SENIOR SALES AND ACCOUNT MANAGEMENT

♦ National Accounts - Customer Relationship Management - FMCG ♦

Considerable achievements and solution development experience gained whilst meeting key FMCG business challenges. Turned around failing accounts and driven significant improvements in commercial relationships. Enjoying the "sharp end" of negotiations. Ready and qualified to make a continued significant contribution within next stage of career: an opportunity to manage a larger piece of business and take on new challenges as a Senior National Account Manager.

## AREAS OF EXPERTISE

- National FMCG Accounts
- Maximizing Sales
- Marketing / Promotions
- Business Development
- Identifying New Markets
- Team Leadership / Development
- Business Planning / Reviews
- P&L Responsibilities
- Brand Management
- Customer Service
- Negotiating
- Quality Assurance

## PROFESSIONAL EXPERIENCE AND SIGNIFICANT ACHIEVEMENTS

*National Account Management (1993 - Present date)*

### NATIONAL ACCOUNT MANAGER

**1997 - Present**

Company A., Berkhamsted

Full responsibilities for profit and loss, new listing, company objectives and targets for major accounts such as ASDA, Morrisons, Co-op and Thresher. Previously looked after Costco, Booker, Makro, Nisa, Palmer & Harvey, Musgrave and Bestway.

- Turned around accounts in terms of volume performance. Costco volume growth at time of handover was approximately 10%. Plan for 2007-08 will deliver growth of 45%
- Co-op was taken over in Q3 2002 and delivered 11% growth based on the plan for the year. Increased volume by an average of 24% YOY and on target to achieve over 50% volume growth by year end.
- Company A was voted "Importer of the Year" at the International Wine and Spirit Competition.

### NATIONAL ACCOUNT MANAGER

**1994 - 97**

Company B, Richmond.

Fully accountable for volume, profitability and investment targets in the off trade and wholesale sector. Meeting company targets for major accounts such as Accounts-Booker, Bestway and Landmark.

- Directed the sales force and ensured alignment with key business objectives.
  - Established a business strategy that showed strong performance with the level of integration of third parties into business.
  - Dealt directly with customers on a one-to-one basis to identify and rectify problems.
  - Developed existing accounts after Identifying "at risk" renewals and compiling a comprehensive list of existing customers owing up to £500K.
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## PROFESSIONAL EXPERIENCE AND ACHIEVEMENTS (CONTINUED)

### NATIONAL ACCOUNT MANAGER

1993 - 94

#### Company C, Sunbury.

- Achieved profitable sales growth in-line with company objectives including distribution, promotion and display.
- Accounts included J. Sainsbury, ASDA, Savacentre, Co-op and Morrisons.
- Met all margins and revenue targets.
- Increased sales by a massive 50% and customer base by 30% ytd.

#### Company D, Peterborough

### AREA SALES MANAGER

1990 - 93

- Achieved profitable sales growth in-line with company objectives including distribution, promotion and display.
- Recruited, trained and motivated a team of Sales Executives covering all trade sectors.
- Set and monitored performance related targets.
- Devised, implemented and developed business plan and product launches.
- Accounts included J. Sainsbury, ASDA, Savacentre, Co-op and Morrisons.

### KEY ACCOUNT MANAGER

1985 - 90

- Met all margins and revenue targets.
- Increased sales and customer base.
- Chaired regular sales meetings.
- Negotiated price range and distribution plus over-rider and trading terms.
- Developed significant business and profits, meeting all year-on-year objectives and T/O growth targets.
- Accounts included Nurdin & Peacock, CWS, CRS, Unwins.

## PROFESSIONAL DEVELOPMENT

Management courses: National Certificate in Wines & Spirits. Profit from Negotiation. Man Management, Structured Sales Techniques.

## PERSONAL

*Interests and Pastimes:* Family, watching rugby and golf.

*Mobility:* Full clean driving license.

*Born:* 1964.

*Marital Status:* Married.