
Paul Jones

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SALES DIRECTORSHIP

♦ Sales and Marketing - B2B Business Development - Quality Assurance ♦

Proven record of meeting and exceeding strict targets and delivering growth pre-tax profits year-on-year to date. In the current year (2008) exceeding £70 million turnover with a pre-tax profit of over £20 million. Possessing over 22 years experience in the new build housing market at varying levels. Now looking for a similar appointment with responsibilities in sales, marketing and business management.

AREAS OF EXPERTISE

- Sales and Marketing Strategy
- Setting Targets
- HR Issues and Staff Development
- Site Inspections
- B2B Business Development
- Maximizing Sales
- Budgeting / Reducing Costs
- Show House Establishment
- Sales Negotiations
- Team Leadership
- Customer Care
- Quality Assurance

PROFESSIONAL EXPERIENCE AND SIGNIFICANT ACHIEVEMENTS

SALES DIRECTOR

2002 - 08

Name of Company A

Responsible for all commercial activities including achieving set sales, and legal completion targets plus pre-tax profits. Monitoring weekly performance indicators and statistics, appraisal and reporting of sales performance.

Staff Management / Training:

- Overseeing 4 managers and an Internal Sales Team with 8 support staff, 25 Sales Negotiators and a Part Exchange Department, Secretaries and Administrators that has delivered year-on-year growth, circa 500 sales and legal completions.
 - Identified skills shortages and developed the team to the highest level with focus on customer satisfaction, putting customers first, product knowledge, presentation, time management, compliance, negotiating skills, and positive thinking.
 - **B2B Business Development:** with housing associations and government led schemes such as The English Partnership and My Choice Home Buy.
 - **Marketing:**
 - Dealing with all divisional advertising, sales presentations, campaigns, strategies and promotions.
 - Dealt with budgets and interior designers that delivered excellence in show house / complex presentations.
 - Developed strategies and tactical sales campaigns that enhanced sales activity for the entire group.
 - Instrumental in enhancing the divisional land bank by supporting the technical department with appraisals and acquisitions.
 - Involved in developing company website, national press and advertising campaigns.
 - Evaluated, revised and improved procedures through competitor / market research and mystery shopping.
 - Standardized documentation, merchandising material, divisional advertising, PR arrangements and customer care programmes.
 - **Significant contribution realized:** In the current year (2008) exceeding £70 million turnover with a pre-tax profit of over £20 million.
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PROFESSIONAL EXPERIENCE AND ACHIEVEMENTS (CONTINUED)

SALES MANAGER

1998 - 02

Name of Company A

Managed a team of 25 Sales Negotiators across in the region of 18 developments dealing with day-to-day sales and support to staff across all developments.

- Enhanced sales to the division and optimized performance of developments.
- Developed Sales Negotiators on a one-to-one basis and wrote personal development plans.

PART EXCHANGE CONTROLLER

1996 - 98

Name of Company A

- Primarily responsible for dealing with re-sale of Barratt Oakleaf's properties.
- Optimized turnover within short timescales whilst meeting all targets.

SALES NEGOTIATOR TO SENIOR SALES NEGOTIATOR

1990 - 96

Name of Company A

- Primarily responsible for meeting new homes and Oakleaf's home sales targets. Dealt with large numbers of customers in the negotiation and new home sales. Handling all customer service and related administration.
- Achieved all monthly, quarterly and yearly sales targets in-line with the build programme.
- Assisted in sales and marketing, development and promoting the very highest level of service.
- Full product knowledge gained including Property Misdescription.
- As Senior Sales Negotiator (from 1993-96): responsible for 5 other Sales Negotiators and overseeing their development and sales achievements.

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SALES MANAGER

1987 - 90

Name of Company B

- Managed, trained and developed 3 Sales Negotiators.
- Achieving all targets both sales and legal completions.

SALES NEGOTIATOR

1985 - 87

Name of Company C

- Met all new homes sales targets.
- Achieved monthly, quarterly and yearly sales targets in line with build programme.

PERSONAL

Interests and Pastimes: Family, Golf, Keep Fit,
Mobility: Full clean driving license.
Born: 1967.
Marital Status: Married, 4 Children.

References available on request.

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