
John Smith

Address Line 1
Address Line 2, Washington
Tyne and Wear, Post Code.

Telephone: 0191 123456. Mobile: 07773 123456. Email: johnsmith123@email.com

SENIOR SALES & MARKETING MANAGEMENT

♦ Regional Management - Branch Management - Sales Directorship ♦

Well networked and results oriented, identifying new business opportunities with an excellent record of business to business (B2B) sales management experience. Increasing sales turnover and developing accounts throughout career. Highly customer orientated and optimum team management / building skills. Believing maximum sales results come from sound customer service, good follow up and ethical selling. Now looking to continue bringing a significant contribution for a successful company that rewards on merit, preferably within a senior sales management appointment.

AREAS OF EXPERTISE

- Business Development
- Maximizing Sales
- Exceeding Targets
- Competitor Analysis
- Identifying New Markets
- Account Management
- Staff Development / Leadership
- Lead Generations
- Financial Controls / Budgeting
- Identifying Customer Needs
- Salesmanship
- Marketing Initiatives
- Negotiating
- Presentations
- Product Development

PROFESSIONAL EXPERIENCE AND SIGNIFICANT ACHIEVEMENTS

SALES AND MARKETING DIRECTOR

Nov 05 - Present

Company A, Owner / Director

Selling a wide range of motorcycle accessories to the motorcycle industry calling on dealers throughout the UK, including Scotland and Northern Ireland. Opening and developing accounts, planning own time and daily routines. Advising and training customers in a wide variety of products.

- Designed, developed and sourced motorcycle clothing. Established and developed core range products.
- Establishing new market “virgin territories” sourced and developed new accounts.
- Developed and executed business development account plans / business reviews.
- Delivered the right product to customers, accurately and on time whilst building partnerships and understanding their specific requirements.
- Managed key accounts, prospecting, made sales presentations and negotiated contracts.
- Trained end users / employees (in-house or on-site) in the use of equipment in a safe manner.

AREAS SALES MANAGEMENT

Jan 00 - Nov 05

Company B. (Dec 01 - Nov 05)

- Sold a range of scooters. Continually identified key requirements to increase sales.
- Initiated a new contact strategy that ensured good customer follow-up.

Company C (Jan 00 - Dec 01)

- Turned around the areas from “worst performing” in the company to “best area” after only 6 months. 15 accounts to over 300.
 - Awarded “Salesman of the Year” for increased turnover, profit, product mix and consistence.
 - Significantly increased turnover within own dedicated region.
 - Top sales person and won monthly awards.
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PROFESSIONAL EXPERIENCE AND ACHIEVEMENTS (CONTINUED)

REGIONAL SALES MANAGER

Mar 96 - Jan 00

Company C., Northants

- Consistent record of exceeding Sales Targets within my region without sacrificing profitability.
- Additional products have been, and continue to be, positioned to attract further orders thereby increasing Customer commitment and maintaining consistent and sustained growth.
- As a member of the Product Management Team, I am directly responsible for the Pipework Distributor Market, training customers and presenting technical data, technical assistance and recommendations for product and production improvements.
- Driving Continuous Improvement forward and ensuring customer satisfaction and loyalty.
- Mapping and monitoring between front-end contact and back-end delivery.
- Analyzing, identifying and capitalizing on competitors' weak areas so maintaining and strengthening the major advantage.
- More than Quadrupled sales since appointment.

BRANCH MANAGER

Mar 89 - Feb 96

Company D., Nottingham

- Joined the company as Sales Representative and, when it became available, was promoted to Branch Manager after only 8 months.
- Responsible for the day-to-day management of the trading outlet, general problem solving, profitability and budgeting were also responsibilities within the role.
- Consistently in achieved growth. Accountable for Key Accounts and actively involved in maintaining and co-ordinating a high level of customer care.
- Trained and motivated others to provide a high level of customer service.
- Increased sales whilst managing all aspects of building retail / merchandising, sales administration etc.
- Acquired contracts for timed deliveries and established a distribution system.
- Controlled stock, minimized losses, damages and incomplete orders.
- Saved the company money by negotiating better deals with suppliers.
- Trained and developed the team - Implemented and monitored performance appraisal system.

As Sales Representative:

- Involved in Credit Control - cleared 5 years of outstanding debts.
- Met sales targets year-on-year within set budgets and profit/loss.
- Duties included purchasing, supplier queries, customer servicing.

Early Career : Counter Assistant to Assistant Manager, Company E in County Durham (1986 to 1989)

TRAINING COURSE

Formal training and in-house courses have supplemented my extensive hands-on sales management and training experience: Salesmanship, Out Selling the Competition, Health and Safety, Negotiating, Persuasive Presentation Skills, People Management, Advanced Selling, Customer Satisfaction.

PERSONAL

Interests and Pastimes: Motorcycling, Flying, Mountain Biking, Motor Sports.
Born: 1967.
Mobility: Full UK driving license.