**Joe Jobseeker**

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Milwaukee, WI 53202 414-123-4567

**Senior Sales Executive**

**Sales Process Solutions \* Sales Force Automation\* CRM \* New Market Penetration**

High-performing sales leader with proven ability to lead successful sales teams in building new business through consultative selling, sales force automation, and process solutions. Special areas of expertise include new business development through consultative selling, building outstanding sales teams, and improving sales processes. Consistently proven to hit the ground running, achieving exceptional results within a short period of time.

**Strengths include:**

|  |  |  |
| --- | --- | --- |
| P & L Management | Key Account Management | Employee Development |
| Consultative Selling | Revenue & Profit Growth | New Product Launches |
| Contract Negotiations | Sales Team Motivation | CRM Systems |

**Experience**

Pemberton, Inc. Burnsville, MN

*Vice President of Sales & Marketing*  3/2008 – present

* Implemented sales procedures and built initial sales team for venture capital funded start-up organization focusing on integration of online social networks and financial institutions.
* Grew annual sales through aggressive new business development plans focusing on cold-calling and direct mail, resulting in revenue increase from $120,000 to over $850,000.
* Identified and closed major partnerships with 3 of 5 target partner organizations in first 18 months, resulting in new investment of venture capital by key industry players.

Great Lakes Company Chicago, IL

*Vice President of Sales*  5/2003 – 3/2008

* Served as top sales executive for $10M paper supply company, maintaining responsibility for revenue generation, expanding current accounts, driving new business, managing sales team of 40 staff, and leveraging strategic relationships for results.
* Successfully integrated Salesforce CRM system with legacy CRM, resulting in 20% increase in selling activity, generating $150,000 in annual cost savings.
* Conceived and managed sales campaigns, combining marketing efforts with cold-calling campaigns designed to maximize customer awareness and drive new account acquisition. Campaigns averaged 32% increase in new business during their 6-week runs.
* Improved operating profit ratio 20% via product mix management, cost controls, and price increases, resulting in $120,000 gain in bottom line revenue year over year.

*Director of Sales*  1/2000 – 5/2003

* Led Sales Department’s 5 Regional Sales Managers through major product re-launches, resulting in 22% sales growth from 2002 to 2004.
* Initiated and managed new “Greater Lakes” product launch, managing product team of 5 individuals in a year-long project, resulting in $225,000 in first year sales.
* Managed and grew corporate level accounts through strong relationship management with key executives of clients.
* Reduced administrative time in sales process by 15%, resulting in $10,000 annual savings and 5% increase in employee job satisfaction.

*Regional Sales Manager*  4/1996 – 1/2000

* Managed 6 District Sales Representatives in outside sales, providing coaching, leadership and motivation that lead to top region ranking for 1997-2001.
* Achieved closing rate of 45% for personal sales, while maintaining a 40% close ratio for team, earning “Fireman Award” for 1997-1999.
* Led initiative to transition to more consultative selling approach, focusing on business fit and long-term customer relationships, increasing customer retention by 30% from 1996 to 2000.

Milwaukee Tool Company Milwaukee, WI

*Territory Sales Representative* 4/1990 – 2/1996

* Leveraged strategic relationships to sell heavy equipment maintenance programs to manufacturers in 5-state region.
* Led Team in sales for 4 consecutive quarters, ranking in top 25% of sales force for entire employment.
* Initiated and implemented shipping improvements saving in excess of $30,000 annually.

Early Career: Inside and Outside Sales positions selling industrial equipment, safety supplies, and consulting solutions. Consistently received rewards and recognition as a result of exceptional performance and results.

**Education**

University of Minnesota Minneapolis, MN

Master of Business Administration 5/2004

Georgetown University Washington, DC

Bachelor of Arts 12/1989

Majors: Industrial Technology, Math

Honors: *Magna cum laude*, Henry Bay Award for Excellence

Additional Training: SalesLogix, Salesforce.com, Sant Proposal Automation