

NAME

Street Address • City, State Zip • (704) 123-4567 • email

EXECUTIVE SALES MANAGEMENT

SALES GROWTH • MARGIN IMPROVEMENT • SALES TEAM LEADERSHIP

A confident, determined, and profit-oriented **Executive Sales Manager** experienced in solution-based selling, strategic business planning, channel development, and territory management. Background encompasses ability to create, lead, and turnaround under-performing sales teams, develop strategies to assess and penetrate challenging, competitive markets, and increase productivity while cutting costs and growing the bottom line. High degree of responsibility in creating and managing multi-million dollar sales budgets. Adept at change management, revenue growth, and market expansion. Possess a thorough understanding of complex selling situations and the strategies necessary to capitalize on market place trends. Computer experience includes Microsoft Office products and contact management tools.

KEY COMPETENCIES

- Visionary Leadership
 - Solutions-Based Selling
 - Sales Forecasting
 - Change Management
 - Strategic Business Planning
 - Market Identification
 - Sales Training
 - Competitor Analysis
 - Market Expansions
 - Sales Team Management
 - Channel Development
 - Product Development
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PROFESSIONAL EXPERIENCE

Company – Charlotte, North Carolina
Regional Sales Manager

2006 to Present

Served as Regional Sales Manager for one of the largest independent flooring distributors in the country with more than \$350 million in sales. Reported to the Vice President of Sales.

Maintained an efficient, highly motivated, multi-level sales organization encompassing 11 account executives covering the western Carolinas, east Tennessee, and Georgia. Made frequent trips in the field to develop and grow relationships with key customers and vendors across all market segments. Created and managed a \$30 million dollar budget.

Key Accomplishments:

- Spearheaded effort to grow market share by expanding operations into Georgia. *Georgia expansion added \$3 million dollars in sales the first year.*
- Managed operating expenses and compensation plans at or below budget while exceeding annual sales by 10% over a two-year period.

Company – Houston, Texas
Division Sales Manager

2004 to 2006

Provided leadership as a Division Sales Manager for a family owned and operated distributor of high-quality flooring products with annual sales exceeding \$60 million.

Spearheaded sales and business development efforts for Company's portfolio of flooring products throughout east Texas and southern Louisiana. Supported growth of existing product lines by creating promotional programs while also creating strategic plans for new product launches. Managed eight territory managers, traveling with them throughout their territory to promote product lines. Launched innovative promotions and marketing initiatives to drive business.

Key Accomplishments:

- Created value and product interest by rolling out special promotional programs for existing product lines.
- Drove revenues and exceeded targets 30% over a two-year period by traveling with territory managers to assist with sales.

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Property of First Impressions Resume Center

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Company – Houston, Texas
Regional Sales Manager

2002 to 2004

Managed east Texas sales operations for a billion dollar flooring manufacturer.

Drove sales through new and existing customers in builder, retail, and multifamily market segments. Analyzed sales statistics to determine future sales potential and monitored customer preferences. Developed annual sales forecasts and expense budgets for east Texas region while providing training and field support for eight territory managers.

Key Accomplishments:

- Added multi-million dollars in revenue to Company's bottom line by winning long-term flooring contract with Lennar Homes, one of the nation's largest home builders.
- Recaptured more than \$2 million dollars in sales and exceeded sales target by 20% by realigning sales territories and right-sizing the organization.

Company – Pompano Beach, Florida
National Sales Manager

2000 to 2002

Directed sales efforts of national sales team for this provider of installation systems for ceramic tile and dimensional stone.

Assumed role of National Sales Manager, developing business and marketing plans for new and existing distributors. Conducted market research, competitor analyses, and targeted forecasts. Developed sales goals for five regional sales managers covering Texas, south Florida, and east Florida. Managed operating expenses, compensation plans, and a budget of \$15 million.

Key Accomplishments:

- Captured competitor market share by launching innovative marketing programs.
- Gained substantial market share by working with customer to re-engineer a polymer-modified stone and ceramic tile installation system.

Company – Pompano Beach, Florida
Area Sales Manager

1994 to 2000

Served as Area Sales Manager for the largest regional manufacturer of cement-based flooring products.

Managed east coast Florida territory, driving sales through a network of independent distributors, while building business relationships and generating leads with contractors, architects, and designers. Facilitated sales training seminars for customers and traveled with client's sales representatives to ensure accurate product representation.

Key Accomplishments:

- Exceeded sales goals by expanding client base, managing a \$3 million dollar territory volume.
- Increased market share 25% by aggressively promoting products to contractors and architects during south Florida housing boom.

Company – New Haven, Connecticut
Territory Sales Representative

1990 to 1994

Assumed territory sales responsibilities for the largest importer of ceramic tile on the east Coast.

Promoted ceramic tile products throughout territory including Connecticut and upstate New York. Called on architects, designers, contractors, and retailers, driving sales performance and revenues by managing all aspects of the sales process including lead generation, qualification, evaluation, close, and account care.

Key Accomplishments:

- Grew business exponentially year after year, increasing sales 25% in first year and 75% in second year.

EDUCATION

Master of Business Administration (MBA) • University – City, California