

CLIENT R. NAME

City, ST 12345 | (860) 555-5555 | name@comcast.net

Qualifications for District / Regional Sales Management

Sales-Driven Leader Committed to Meeting and / or Exceeding Goals in Competitive Plumbing Manufacturing

MULTIMILLION-DOLLAR CAREER SALES | HIGH-PROFILE ACCOUNT MANAGEMENT | NEW BUSINESS ACQUISITION
B2B / B2C SALES | DISTRIBUTOR RELATIONSHIP MANAGEMENT | TEAM BUILDING | SALES TRAINING / DEVELOPMENT
CONSULTATIVE SALES | SALES CHANNEL DEVELOPMENT | STRATEGIC ANALYSIS / PLANNING | TRENDS TRACKING | PROMOTIONS

Highly Accomplished Sales Leader who makes competitive, profit-focused decisions to reflect positively on strategic business operations in alignment with a company's vision, value, and goals. **Top Performer** who offers solutions-centric critical thinking for insightful, change-oriented sales and new business development results. **Visionary Professional** who rises above sales / business challenges to improve the bottom line and achieve winning outcomes, including quickly adapting to evolving marketplace scenarios. **Excellent Communicator** who develops synergistic relationships with cross-geographical executives, sales / business teams, and clients / customers, and who trains, mentors, and leads staff by example and with ethics and integrity to optimize success.

PROFESSIONAL SYNOPSIS

NAME ASSOCIATES, CITY, ST

2016 – PRESENT

Region Manager

Capitalize on the opportunity to lead a forward-thinking New England region with sales of \$9.1 million and an account base of The Granite Group, FW Webb, and Ferguson, as well as independent wholesalers. Demonstrate proven talent in representing industry-leading Bradford White, Cash Acme, SharkBite, Ecobee, Zurn, and others. Exhibit a targeted focus on large-volume end users to pull products through high-value distribution channels. Collaborate with dealer sales management to set profit-driven goals and execute critical action plans. Participate in highly effective on-site visits to assess customers' business, anticipate needs, and sell solutions.

- ✓ **Consistently met all sales targets, including increasing sales 18% in first year.**
- ✓ **Boosted sales 16% through key distribution partners and expanded SKUs in accounts.**
- ✓ **Launched comparative sales presentations to aggressively market product quality and value.**
- ✓ **Established a successful training program for distributor sales reps to focus on customer ROI.**
- ✓ **Led empowering training seminars for sales reps to sell high-dollar items and increase gross sales.**

NAME, INC., CITY, ST

2011 – 2016

Region Manager

Maximized bottom-line performance by managing a competitive New England territory for this multibillion-dollar global manufacturer. Grew sales from \$2.6 million to \$3.5 million by pinpointing large-volume end users and strategically pulling products through distribution channels. Collaborated with distributor sales management to set goals and execute action plans. Directed regional and national sales accounts for high-profile Sodexo, Crothall, and healthcare GPO Amerinet. Demonstrated proven experience with Salesforce.com CRM software.

- ✓ **Empowered sales reps to sell high-dollar items by delivering unique training seminars.**
- ✓ **Conducted on-site visits to assess customers' business, anticipate needs, and sell solutions.**
- ✓ **Delivered conflict resolution for distributors and sales reps and mediated territory-wide disputes.**
- ✓ **Led promotional seminars with platform speaking incorporating PowerPoint and video presentations.**

NAME INDUSTRIES, CITY, ST

2006 – 2010

Region Manager

Strategically steered \$1.8-million New England region operations, including proactively calling on end users and pulling products through competitive distribution channels. Regularly interfaced among sales management to coordinate goals and objectives and execute action plans. Directed regionally based sales to high-profile Sodexo, Aramark, and healthcare GPO Amerinet accounts, as well as Marriott and Hilton hospitality accounts.

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PROFESSIONAL SYNOPSIS (CONTINUED)

NAME INDUSTRIES, CITY, ST (CONTINUED)

2006 – 2010

Region Manager

- ✓ Grew sales in 2007 by \$62,000 over 2006's results.
- ✓ Increased sales \$125,000 in 2006 above 2005's results.
- ✓ Improved sales \$98,000 with key distributor partners in 2008.
- ✓ Increased sales to distributor partners, as well as 2006's key national accounts.
- ✓ Consistently expanded the national account base by selling ROI for critical labor savings.

NAME INTERNATIONAL, INC., CITY, ST

1999 – 2006

Region Manager

Maximized bottom-line performance by managing a \$1.5-million territory across the states of MA, CT, RI, ME, NH, and VT with additional sales responsibilities for regional national accounts, including Grainger and Fastenal. Directed one of the company's most successful product launches – a new line of rider floor scrubbers.

- ✓ Recognized with "Diamond Sales Club" status for four out of six years.
- ✓ Increased sales by 12% on average for each year across a six-year timeframe.
- ✓ Developed a product presentation program for distributor sales reps and end users.
- ✓ Continually exceeded sales targets to increase sales by 10% each year from 1999 to 2003.

NAME, NAME2, NAME3 & NAME4, CITY, ST

1996 – 1999

Territory Manager

Spearheaded profit-centric revitalization of a stagnant territory to attain corporate sales quotas, increase revenue, and develop new and existing accounts. Developed and managed a \$1.25-million territory. Partnered with top distributors for full penetration of account base to increase gross profit margin results.

- ✓ Developed a highly beneficial distributor training program.
- ✓ Successfully promoted an increase in account penetration and sales.
- ✓ Coordinated and conducted end user seminars to drive distribution network business.
- ✓ Expanded territory from three to six New England states, including MA, CT, RI, ME, NH, and VT.

NAME PROFESSIONAL PRODUCTS, CITY, ST

1991 – 1996

Territory Manager

Played a vital role in creating pull-through marketing for distributors by selling key products to end users. Expertly planned and led dynamic product knowledge seminars for end user accounts, and collaborated with sales managers on results-generating sales strategies and action plans implementation.

- ✓ Exceeded sales plan 5% in 1999 and generated 11% in sales growth in 2000.
- ✓ Increased sales by initiating a successful end user rebate program with key accounts.
- ✓ Achieved competitive "National Leaders Conference" honors for three consecutive years.
- ✓ Served as pilot team member tasked with launching Resolve ProCare to national sales organization.

EDUCATION, PROFESSIONAL DEVELOPMENT & TECHNICAL SUMMARY

Undergraduate Business Administration & Marketing Studies

NAME STATE COLLEGE

IICRC Certification | Propane Equipment Certification

First Things First (Two-Day Seminar) – Stephen R. Covey

Customer-Oriented Selling (Three-Day Seminar) – Vital Learning Corporation

Salesforce.com CRM | Microsoft Word | Microsoft PowerPoint | Video Presentations | Internet Applications