

James Smith
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SELECTED SKILLS AND ACCOMPLISHMENTS

SELL/MARKET

Took over a territory with a history of generating negative cash flow

- ◆ Analyzed Anytown and southeast New York territory
- ◆ Evaluated accounts that offered the best returns
- ◆ Set geography into a zone system to maximize time face to face with accounts
- ◆ Established regular call cycle and addressed service concerns
- ◆ Followed up and engaged internal customer service support
- ◆ Gained back customer confidence and sales with discontented accounts
- ◆ Researched market for additional opportunities and increased number of cold calls

Results: After eighteen months, the territory was profitable with continuing increase in sales volume and customer base.

INSTRUCT/TRAIN

Trained one-on-one and in groups on use of Continental Safety Equipment products

- ◆ Demonstrated set up and use of safety equipment
- ◆ Researched and became fully knowledgeable on manufacturers' stipulations
- ◆ Developed materials that were understandable to learner from production to engineering
- ◆ Instructed technicians in use of gas, air and sound monitors
- ◆ Demonstrated calibrations and setting for proper functioning
- ◆ Conducted safety walks to analyze needs for safety signs

Results: Offered customers service that competitor did not and built long-term customer confidence and increased sales volume.

PROMOTE PROGRAMS

Instituted company involvement in trade shows and associated organizations

- ◆ Attended monthly meetings and participated in associated organizations
- ◆ Was elected to the board of directors of Home Builders Association
- ◆ Attended and organized special events (golf outing, home show, etc.)
- ◆ Organized company's trade show booths
- ◆ Developed a trade show analysis system
- ◆ Met with others to evaluate the trade show and its impact on business

Results: Gave customers an opportunity to view my company and myself as part of their industry and demonstrated professional support. Improved customer relations and loyalty with long term added sales volume.

EXPERIENCE:

The Alt Company
Anytown, New York

Sales calls in east central New York to current accounts and prospective clients selling residential and commercial plumbing fixtures and equipment.

ANT Equipment
Anytown, New York

Sales calls in southeast New York to current accounts and prospective clients selling safety equipment, instrumentation, all protection equipment, material handling and maintenance items.

ENT Equipment
Anytown, New York

Sales calls in Anytown and southeast New York selling storage tanks, pumps, meters, air compressors, and lubrication equipment.

EDUCATION:

Anytown Community College
Anytown, New York

A.A. Sales and Marketing