

DAN CARTER

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Focus

Experienced, results oriented leader with a background in technology sales and sales management. Strong values-based leadership style with a demonstrated expertise at building, motivating high performance sales teams. Very experienced in software sales and services, especially local government. Seeking a senior sales opportunity to help build or re-energize a growth orientated business.

Skills

- New Product Development
- Customer Focused Strategic Selling
- Strategic Market Analysis
- Sales Coaching and Training
- Distributor Channel Expertise
- Government Sales Experience
- Business Growth Plan Development
- Seven Years Technology Sales Experience

Professional Experience

2003 to Present **Singleton Software**, Moline, IL

(\$70M/250 employee printing and election software/services company with locations in MI & IL with sales in 11 states)

Director of Sales and Marketing, Software Division

10/2009 – Present

Oversee team of seven sales professionals with sales in excess of \$7M. Responsible for all aspects of marketing and sales for division which sells software solutions to County governments. Duties include hiring, training, and motivating sales force representing a product with a very long and complex sales cycle, usually 12-18 months. Responsible for all aspects of managing revenue development of this division including market planning, recruiting, performance evaluation, training, industry event planning and sales management.

Accomplishments

- Increased division sales by 30% in 2001, resulting in increased revenue of \$2M.
- Instituted new commission plan based on profit, resulting in improved profitability of individual system sales from 40% to 60%.
- Led effort to create, a completely new division identity including; logo, business cards, conference booths, letterhead, brochures and advertising.
- Developed and implemented new pricing structure allowing sales force the ability to price deals independently while maintaining profit models. This resulted in better time management and increased Gross Profits in excess of 63%.
- Assumed responsibility for Illinois sales team resulting in increased sales from \$800K in 2000 to \$2M in 2001.
- Created and implemented a new client communication program *The Sales Files* for each sales team, which resulted in efficient client communication providing sales force more time for in the field sales.
- Planned and established an alternate channel strategy through a reseller program to market software in new markets Results exceeded expectations adding \$900,000 to our 2002 pipeline.
- Implemented Educational Seminar program to further develop and support market penetration.

Sales Manager, Software Division

06/2003 – 06/2006

In January 2000, Company merged with Singleton. Promoted to Sales Manager of the new organization. Responsible for the existing Singleton sales force of five people located in Michigan with revenues in excess of \$11M.

Accomplishments

- Worked closely with senior management of Singleton to implement a new sales strategy. which enabled Division to meet revenue goals.
- Motivated and re-energized Michigan sales force by realigning territories and implementing a new compensation plan (more commission based), which resulted in retaining critical producers, which enabled company to exceed sales targets for 2000.

Regional Sales Representative, Software Division

1993 to 2000

Hired to open new territories, primarily the States of Wisconsin and Indiana. Developed prospecting leads, made cold calls, demonstrated software, overcame objections, maintained relationships with potential clients, saw contracts through to completion, participated in initial installation and start-up. Maintained relationships with customer to ensure repeat business. Attended trade shows, created marketing materials, and developed marketing strategy for future sales.

Accomplishments

- Generated \$5M in revenue from accounts in new WI and IN markets. Successfully established the Wisconsin marketplace, winning over 80% of the State market for us.
- Within the State of Indiana, sold 12 of the 15 major population centers, resulting in over \$2.5M in sales, migrating these entities from competitive systems or homegrown in-house software to our product.
- Sustained 100% customer retention through outstanding client relationships. This was accomplished by polite persistence and diplomacy in working with the many critical aspects of sales and installation.

Education

DRAKE UNIVERSITY, Des Moines, IA
Bachelor of Arts