

SALES EXECUTIVE

Summary

SALES EXECUTIVE Results driven, customer centered sales executive with 24 plus years of experience in different industries. Proven ability to meet sales quotas and deadlines, successfully capitalizing on growth of customer base while maintaining sales integrity and positive morale. Articulate communicator and trusted associate with the ability to connect to a wide variety of customers and prospects.

Highlights

- Leadership
- Organization & Planning
- Sales Presenting
- Customer Experience
- Customer Retention
- Marketing Strategy
- Discovering Customer Needs
- Coaching & Mentoring
- Revenue Generation
- Knowledge Of Market
- Employee Relations
- Forecasting
- Relationship Building
- Performance Management
- Customer Prospecting
- Excellent Communicator
- Sales Reporting
- Networking & Rapport Building

Experience

Sales Executive 12/2013 to Current Company Name City , State

- As the main sales person for the company, was in charge of Achieved 7% revenue growth over prior year, generating an 11% increase in profits Analyze current market and consumer trends thru sales data, interpreting the data to vendors, and management in an effort to capitalize on the sales and profit opportunities Full responsibility and management of cost controls, inventory control, budgeting, scheduling and P&L accountability Responsible for recruitment, retention, training, and other HR functions for over 40 employees to ensure quality and standards are executed in conjunction with corporate expectations Daily involvement with inventory accountability system; ensuring accuracy and availability Act as a liaison between numerous vendors to maintain a retail environment that consistently provides our guests with the products they desire and meets sales quotas Execute key marketing and promotional initiatives and strategies to maximize sales and profit margins in alignment with company goals Rated in top 10% of company Customer Service Index scoring of over 550 locations Responsible for maintaining superior operational standards and customer service levels Provide sales leads to our corporate office based on knowledge of key customers, resulting in over 300k additional fuel gallons purchased by these key customers Handle various fuel issues ensuring compliance with EPA standards and inspections.

Store Sales Manager 03/2007 to 11/2011 Company Name City , State

- As the Store Sales Manager I designed and implemented corporate strategy for new business development and contract negotiations for this location.
- I utilized various systems to record and analyze sales figures to effectively forecast for future planning.
- Proactively managed all HR processes for 15+ team members ensuring policies were aligned with corporate standards.
- My strong leadership, and focus led to my promotion from small volume sales store into the largest in the area, the training location for the geographical area, and multi-unit management of two units for a substantial time period.
- Achieved 20% revenue growth in 2011 generating annual sales of \$7M Generated at minimum 9% revenue growth year over year (2007 to 2011) Executed merchandising direction of the store while analyzing market trends and competitor data to maximize sales Maintained awareness of market trends in the retail industry, monitoring what local competitors were doing and proactively staying ahead of the competition Handled any escalated customer issues brought to me by my team Managed sales floor merchandising presentation and stock levels Solely responsible for several HR functions including; recruitment, on-boarding, performance management and employee development.

Sports Marketing Intern 08/2005 to 12/2006 Company Name City , State

- As an intern with UNCW's sports marketing department I was able to combine my business acumen and love of college sports into a fulfilling experience.
- I worked with a team of individuals to develop and execute several high profile events that are still in existence today.
- Assisted in the development of Midnight Madness, the University's largest sporting event Collaborated with other department members to develop and maintain a successful sports loyalty program known as Team Teal Handled promotions and activities at various sporting events Responsible for opening and preparing the Seahawk shop for daily sales and customer satisfaction.

Education

Bachelor of Science : Communications December 1995 East Carolina University Communications

ServSafe Certified 3/19/2018

Skills

budgeting, Coaching, contract negotiations, customer satisfaction, Customer Service, direction, Employee Relations, focus, Forecasting, HR, inventory, inventory control, Leadership, analyzing market, Marketing Strategy, market trends, marketing, Market, Mentoring, merchandising, office, Communicator, Networking, new business development, Performance Management, policies, Presenting, processes, profit, promotion, quality, Rapport, recruitment, Relationship Building, retail, Sales, Sales Manager I, Sales Reporting, scheduling, strategy, employee development