

SALES REPRESENTATIVE-PSR

Summary

Customer-oriented, strategic-thinking Sales and Management Professional with over 10+ years of experience. Background in building relationships, cultivating partnerships, retaining top accounts and growing profit channels by establishing trust. Persuasive, self-motivated leadership professional with expertise in management and sales. Proven skills in promoting products and boosting revenue by connecting with customers and effectively communicating sales recommendations. Proactive, well-organized sales leader successful at meeting and exceeding targets with strategic approaches. Skilled lead generator, product demonstrator and problem-solver.

Skills

- Relationship selling
- Territory sales
- Sales closing
- Product management and pricing
- Product and service knowledge
- Post-sales support
- Territory growth
- Product merchandising
- Sales Forecasting
- Client account management
- Promotional planning
- Revenue growth
- Team building and leadership
- Brand management
- Working collaboratively
- Organizational and People skills

Experience

Company Name | City , State SALES REPRESENTATIVE-PSR 09/2013 - Current

- Recipient of the High Five Award for meeting sales and customer satisfaction targets; and for sustaining above average relationships between company and the customer.
- Identified customer needs to deliver relevant product solutions and promotions and meet target budgets.
- Placed orders and answered customer questions in-person, through email and over phone to maximize customer service.
- Fostered relationships with customers to expand customer base and retain business.
- Kept up-to-date with regional market and industry trends to optimize marketing and sales plans.
- Created and implemented store displays, promoting sales and growth.
- Demonstrated product features to align with customer needs.
- Created successful strategies to develop and expand customer sales.
- Contacted new and existing customers to outline benefits of products.
- Improved profitability and developed pipeline using multiple marketing channels and sales strategies.
- Maximized efficiency and time management by effectively planning and organizing client routes within territory.
- Monitored customer order process and addressed customer issues.
- Prepared and processed contracts and order forms for new and existing customers.

Company Name | City , State BEVERAGE MANAGER 01/2011 - 04/2015

- Developed a well-organized beverage system and directed a highly experienced team consisting of 10 bartenders and approximately 30 servers to provide best hospitality experience to customers.
- Prepared appropriate staff schedules according to budgetary guidelines.
- Oversaw and maintained stock levels to serve high-quality products consistent with customer requirements.
- Demonstrated strong analytical and financial skills while maintaining budget, processing payroll, implementing cost controls, and evaluating income estimates, profit and loss statements, sales and labor flash reports.
- Improved staff productivity by conducting training on customer service, company policies, and safety practices.
- Created a healthy and secure environment for staff and guests through the enforcement of safety and sanitation standards.
- Retained remarkable service standards by hiring highly talented staff for all departments.
- Trained all front of house staff on restaurant policies and procedures, guest service techniques and communication skills to ensure positive experience.
- Consistently maintained high levels of cleanliness, organization, storage, and sanitation of food and beverage products to ensure quality.
- Exhibited thorough knowledge of foods, beverages, supervisory duties, service techniques and guest interactions.
- Performed restaurant walk-throughs to gauge timeliness and excellent service quality.

Company Name | City , State MERCHANDISER 01/2010 - 05/2013

- Supported sales reps in establishing special promotional set-ups and providing compelling presentation of products.
- Drove sales and profitability goals by cultivating positive rapport with key store individuals and customers.
- Organized engaging front-facing displays to capture customer interest and drive revenue growth.
- Arranged items in favorable positions and areas of store to attract customers and optimize sales.
- Communicated and coordinated planogram execution with store management.
- Followed prepared sketches and planograms to arrange consistent shelves, racks and bins across various locations.
- Updated seasonal displays such as windows and mannequins to highlight current product lines.
- Configured and arranged up-to-date advertising and marketing displays, creatively placed merchandise on counters or tables to promote visibility and sales.

Company Name | City, State SALES ASSOCIATE 01/2010 - 11/2010

- Identified customer requirements and suggested quality cellular devices by utilizing extensive product knowledge.
- Arranged sales floor and presented the store in visually appealing manner.
- Consistently met sales goals and ensured recurring business by nurturing long-term relationship with customers.
- Attained customer confidence by providing interactive, engaging and reassuring store experience.
- Maximized customer experience through prompt resolution of complaints or issues.

Education and Training

Morgan State University, Earl G. Graves School of Business | City BS in Hospitality & Business Management 05/2011

- Completed coursework in Finance, Accounting and Marketing.
- The curriculum emphasizes managerial leadership and is designed to develop/prepare students with theoretical and applied business and hospitality knowledge, skills, values and attributes.
- Softball Team