

# LYNSEY PETERSON

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## Professional Summary

Energetic Sales Representative with 5 years of B2C sales experience in-person and over the phone. Money-motivated with strong closing skills.

## Skills

- Oral and written communication
- Sales expertise
- Merchandising and display
- Relationship building and management
- Inventory management
- Self-motivated
- Client development
- Prioritizing workflows

## Work History

### Retail Sales Representative

01/2017 to Current

#### Lightning Motorcycle Corp. – Sacramento, CA

- Consistently hit and exceed sales goals by 20%.
- Develop and assign monthly sales quotas to over 25 regional sales managers in West Coast.
- Set up contracts, negotiate rates and hammer out service terms.
- Analyze processes previously used to send products to customers and uncover a more efficient method that was positively received by all involved parties.
- Monetize dormant leads to increase profits.

### Retail Sales Representative

05/2014 to 10/2016

#### Elite Sportswear – San Francisco, CA

- Planned and led three training sessions to promote sales team professional development and sales goal reinforcement.
- Maintained an extensive knowledge of competitors, their offerings and their presence in assigned territory.
- Planned client relationship cultivating events to promote growth, resulting in an expansion of clientele base by 60%.
- Maintained and organized a customer database of over 2000 clients nationwide.

### Retail Sales Representative

07/2012 to 08/2014

#### American Apparel Corporate – Sacramento, CA

- Organized store merchandise racks by size, style and color to promote visually appealing environment.
- Contacted customers as soon as issues arose to immediately find resolution before the problems escalated.
- Calculated sales commission for sales team of 20+ reps.
- Worked with designers and production staff to create high-quality and brand-specific ads.

## Education

### Bachelor of Science: Marketing

2012

#### California State University - East Bay - Hayward, CA