

JOHN DOE, MBA

SALES PROFESSIONAL

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PROFILE

A results-driven sales manager with **more than 2 decades' experience** in the beverage industry. I have delivered effective solutions including sales programs, promotional strategies, and management techniques in each role. Proven ability to deliver results introducing into new markets, expanding accounts, growing profits, and exceeding set sales goals. Focused on leading companies to successful outcomes in distribution and supply areas.

EXPERTISE

- Sales team training and management
- Supplier and distributor negotiations
- Planning and program development
- Relationship building
- **Key account management**
- Analyze and strategize pricing
- Opening of new territories
- **Budget projection**

ACHIEVEMENT ANALYSIS

- Coach other professionals to meet and exceed objectives based on previous experience, records, and product
- Develop growth strategies including the penetration of new markets, opening new accounts, and connecting with profitable distribution channels
- Maintain competitive advantage through pricing surveys and adjustments

CAREER HIGHLIGHTS

Beverage Company

Vice President of Eastern Division

2005 – Present

Achievements

- Committed to growth and built territory sales **25% in 10-state region**
- Grew product sales growth by 50% in 2013 through strategic programs
- Introduced 3 new brands to distributors and 7 new line extensions in 3 years' time

Key Responsibilities

- Collaborate with other territory representatives to maintain solitary image and objective
- Carefully strategize regional pricing initiatives and strategies with collaborative reviews and observations of sales
- Manage the budgets and sales forecasts to make wise production decisions

National Distillery

Vice President of Western Division

1995 – 2005

Achievements

- Boosted sales XYZ Vodka company by 200% in New Jersey
- Hired, supervised, and trained new sales associates
- Maintained a bustling sales territory, managing 12 sales representatives and their respective programs
- Built relationships with distributors and retailers to expand business, customer base, and current account sales

EDUCATION

Master of Business Administration, Management — University

2009

Bachelor of Arts, Business — University

TECHNICAL SKILLS

- Concur
- DI Diver
- RAD
- IRI
- Microstrategy
- Sallient
- AS 400
- Nielsen