

TIMOTHY BETTER

Maintown, IN 96660 • (555) 888-5678 • timbetter21@hotmail.com

SALES MANAGER

Sales professional with proven talent for establishing new contacts, closing orders, and generating repeat and referral business through effective account management and excellent customer service. Exceptional communication, presentation, and negotiation skills with an outstanding ability to earn customer loyalty. Ability to apply strong problem-solving skills, persistence, and resourcefulness to achieve positive results.

AREAS OF EXPERTISE

- Account Management
- Business Development
- Competitive Analysis
- Consultative Selling
- Contract Negotiation
- Prospecting/Cold Calling
- Cross-Selling/Up-Selling
- Customer Retention
- Lead Management
- Market Research/Analysis
- Marketing Management
- Sales Forecasting/Budgeting

PROFESSIONAL EXPERIENCE

Customer Service Sales Representative, 06/2014 to Current

Truck Inc. – Maintown, IN

Assist Indianapolis sales team in testing and implementing new SAP CRM System. Proficient with SAP and Goldmine CRM Systems. Leader in SAP utilization. In 2016 & 2017 awarded Great Lakes Region/Indianapolis Branch Aftermarket Salesperson of the Year.

- Implement sales strategies resulting in 130% growth of customer base in Northwest Indiana Territory.
- Accomplish 20% increase in revenue by training sales professionals and achieved in 2017 Great Lakes Region Top Performer award by adding 317 units and.
- Lead cooperative effort in growing Crown Lift's New Lift Truck market share in Northwest Region to 50% in 4-years.

Regional Sales Manager, 05/2010 to 04/2014

ABC Systems – Maintown, IN

Partnered with Dealers to analyze customer needs while applying productive solutions to meet expectations. Established service schedule for technicians and provided quotes and negotiated competitive deals.

- Expanded and developed relationships with material handling dealers.
- Created turnkey solutions with technical support designed to resolve unique customer demands.