

Alice Yee-Ting

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Profile

Entrepreneurial sales director skilled in developing marketing strategies and managing relationships for mutual benefit. More than 10 years leading sales teams to generate record growth opportunities and associations through dynamic motivational and mentoring abilities. Experienced in all sales cycles, but especially strong in cultivating new business.

Exceeded goals and expectations through:

- Targeted solution strategies
- Cross-functional sales growth
- Scouting new business opportunities through client branch extensions and territory restructuring
- Primary client retention and reward plans
- Multi-million dollar strategies and negotiations through:
- Targeted solution strategies
- Cross-functional sales growth
- Scouting new business opportunities through client branch extensions and territory restructuring
- Primary client retention and reward plans
- Multi-million dollar strategies and negotiations

Experience

Power Broadcasting, Winston-Salem, NC
Sales Director-KKRE, KQLP, KROC, KLIT

May 1996 – present

- Last year, led sales team to produce a record \$9.7 million in revenue, a first for this chain of stations
- Designed and implemented sales plans that consistently increased speculative revenue by 10 – 15 percent each year
- Project and sales team restructuring and biannual training resulted in individual achievers averaging 20 percent above goal
- Secured 20 new clients in first year of service that remain flagship clients

Acadia Food Distributors, Greensboro, NC
Lead Account Executive, Piedmont Region

July 1992 – Jan. 1996

- Generated 60 percent of region's revenue through the procurement and retention of three primary clients
- Impacted revenue by more than 110 percent in four years through partnership channels
- Recognized as top lead generator for company three consecutive years

Willis Furniture, Greensboro, NC
Account Executive

May 1990 – May 1992

- Based allowed for one year – was commission only within two months of hiring
- Secured two new products based on customers' requests and increased sales stream by 70 percent in one year