



# Kate McDavies, Small Business Sales Manager

LOS ANGELES, CA 90291, UNITED STATES · email@email.com

## DETAILS

1515 Pacific Ave

Los Angeles, CA 90291, United States

DATE / PLACE OF BIRTH

San Antonio

NATIONALITY

American

DRIVING LICENSE

Full

## LINKS

[Twitter](#)

[FaceBook](#)

[LinkedIn](#)

## SKILLS

Sales Management

Training & Coaching

Project Planning

Online Marketing

Roadshows

Strategic Marketing

SalesForce

New Business Development

Financial Management

CRM Systems

## PROFILE

*Experienced Small Business Sales Manager with ten years' experience seeking employment within Retail Products as Sales Manager with a focus to improve sales turnover and positively impact company revenue. Was instrumental in increasing quarterly sales performance by 30% in during the last six months and leadership tenure is back by an MBA and numerous diplomas in coaching and training methodologies.*

## EMPLOYMENT HISTORY

### Sales Manager, Baseline Electronics

May 2012 – Feb 2019, Knoxville TN,

*Accomplishments: Responsible for establishing six new client territories across the Mid-West region within eighteen months. Reduced cost of sale expenses by thirty percent after signing with a new courier third party.*

- Build creative sales strategies to increase customer satisfaction and attain business sales goals.
- Conduct reviews of departmental sales performance and compare these against expected targets to identify areas for improvement.
- Use analytics to populate data sets and compile reports for executives
- Actively involved in research efforts to identify new marketing strategies, business opportunities and the performance of competitors.
- Track overall sales activities and allocate resources in sales areas that require additional sales consultants to handle the sudden influx of new business.
- Participates in trade shows, sales workshops, sales seminars, and events on behalf of the business to increase visibility.
- Stay on top of new trends and innovation within the industry.
- Continuously network by staying an active member of relevant industry bodies locally and internationally where applicable.
- Cultivate relationships with prospective new clients and by introducing sales consultants to them
- Develop training plans and career paths for subordinates
- Collaborate with internal stakeholders such as finance and HR departments regarding budgets and recruitment needs.
- Conduct performance reviews and career planning sessions with members of the sales team

### Assistant Sales Manager, Silicon Technology Distribution

Feb 2009 – Mar 2012, Nashville, TN

*Accomplishments: Reduced sales consultant staff turnover from 40% to 10.5% within 12 months. Increased sales by 15% year on year.*

- Handle customer complaints regarding sales and service
- Prepare budgets and approve expenses
- Track customer preferences to determine where the focus of sales efforts should be