

Sample Resume for a Sales person

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Education:

Bachelor of Science - Economics, University of New Mexico 1988
Masters of Business Administration - Marketing, New Mexico State University 1990

Professional Experience:

Ajax Beverage Company - (1993 to present)

(A regional soft drink bottler)

(Customers include supermarkets, C-stores, mass merchandisers, restaurants, hotels, schools)

Regional Sales Manager - Phoenix, AZ (5-95 to present)

Impact: Stepped into region with excessive inventory and inadequate staff and rebuilt territory to surpass performance objectives. Exceeded profit and sales goals 10%, decreased inventory, and fortified supplier relationships.

Responsible for the sales, marketing and delivery of 1.5mm cases of product to 980 accounts both off premise and on premise. Responsible for key account headquarter presentations. Supervised 25 managers and sales representatives. Effectively managed divisional P/L. Responsible for regional media buys, training programs, special event marketing and promotional marketing.

Accomplishments:

- Increased sales volume +10% in 1996 while market share increased from 20% to 23%
- Improved division's turnover from 30% annually to 5%
- Exceeded both pro forma net income and previous year net income
- Gained significant new distribution in largest account in division

Account Manager - Albuquerque, NM (7-93 to 5-95)

Impact: Propelled sales from 750k to 1 million cases per year by building the existing territory with minimal promotional allowances. Reclaimed 3 lost corporate accounts and won 5 new buying accounts with 10% average profits.

Responsible for sales calls on 48 off premise accounts. Other responsibilities included merchandising, new product distribution, computerized shelf management programs (Apollo Spaceman) and fountain/vending.

Accomplishments:

- Received "Outstanding Salesperson of the Year" in 1994 (out of 19 sales people)
- Increased sales volume +33% vs. prior year, compared to company increase of 1%

ABC Food Company - (1990 to 1993)

(A food manufacturing and distribution company. Products include fresh and frozen bakery goods)

Sales Representative

Responsible for key account headquarter calls on Kroger, Circle K and Albertson's. Sold new price promotions, display programs, new package placements and shelf resets using the Spaceman Shelf Management System.

Accomplishments:

- Achieved major resets in Kroger stores each year. Lead reset as Reset Captain on behalf of Kroger.
- Increased ABC sales volume in 1991 and 1992 by 7% and 9% respectively. This exceeded industry category sales in Kroger by 5% each year.