

## JOHN SMITH

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### PROFILE

Sales Manager • Director of Sales • National Accounts Sales Manager • VP of Sales

*History of delivering quota-surpassing performance across diverse industries through relentless customer focus and disciplined sales strategy execution*

Expert in consultative and solution selling with proven ability to identify and capitalize on business-building opportunities while gaining buy-in from groups with differing agendas. Known for devising comprehensive programs to expand product listings and build quality pipelines to profitably increase both dollar and unit volumes – all with a focus on top quality. Expert communicator with demonstrated ability to listen to customer needs, devise solutions to meet specific objectives, and build customers' trust and respect. Extreme savvy in establishing strong negotiating positions, articulating competitive value, and exploiting new business opportunities. Maintain dual citizenship in both the U.S. and Canada.

Began career at Rubbermaid Inc. as a Marketing Trainee; fast-tracked promotions to National Accounts Sales Manager (Sanitary Maintenance, Food Service, Industrial Business); National Sales Manager (Sanitary Maintenance); and Sales Manager – National Accounts. **Key Achievements:**

- In just 7 years, catapulted revenues from \$7 million to over \$110 million
- Boosted sales productivity and lowered cost of sales (both about 50%) by streamlining the number of Company divisional associates who called on Home Depot merchants
- Served as catalyst to elevate Company's shelf footage at Home Depot from 24 ft. to over 100 ft. as well as distribution from 3 to 8 categories
- Picked by senior management to analyze U.K. home improvement trends and offerings based on the unprecedented growth of such big-box retailers as Home Depot
- Continually recognized for top sales and delivering service beyond expectations

### KEY STRENGTHS

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| <ul style="list-style-type: none"><li>• Market Identification, Quantification, Analysis, &amp; Capture</li><li>• Business Reengineering</li><li>• Multi-Million-Dollar Sales &amp; Product Forecasting</li></ul> | <ul style="list-style-type: none"><li>• Employee Coaching &amp; Mentoring</li><li>• Partnership &amp; Alliance Formation</li><li>• Manufacturer Representative Network Hiring &amp; Supervision</li><li>• Profit Maximization</li></ul> |
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### CAREER SYNOPSIS

Home Products International, Chicago (IL)

2008-2010

National Sales Manager – Home Improvement

Personally sought out by Executive V.P. of Sales for this newly-created role to customize vast product line offerings for such prominent new clients as Home Depot, Lowe's, and Menard's – the latter a privately-held retailer based in the American mid-west. **Key Achievements:**

- Exceeded sales plan by 34% and held Top Two performance ranking (out of 7 Sales Managers)
- Established company as a formidable laundry category supplier at both Lowe's (new supplier) and Menard's (key supplier)
- Despite currency exchange volatility, grew Canadian business from \$0 to about \$3 million at such retail juggernauts as Canadian Tire and WalMart – all in only 18 months