

# ASHTON RYDER

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## Summary

Accomplished Salesperson with superior work ethic and creative revenue generation ideas. Offers 10+ years experience in diverse sales environments including lawn equipment and clothing. Able to work independently and exceed sales goals consistently.

## Highlights

- Outgoing people person
- Customer service mindset
- Proficient salesperson
- Revenue generation ideas
- Marketing and merchandising
- Business development
- Key relationship management
- Exceptional networker and negotiator
- Consultative seller
- Discerning eye for detail

## Experience

### Salesperson

#### Williams Garden Center

10/2010 to Current  
New Cityland, CA

- Primarily sell lawn equipment such as riding lawn mowers.
- Maintain thorough and updated knowledge of equipment and product offerings as well as promotions.
- Explain equipment operation, maintenance details, and special tips for use.
- Upsell warranties and accessories consistently to maximize revenue opportunities.
- Network effectively with customers, increasing referrals by 20% over three years.
- Earned three Top Seller recognitions for exceeding sales goals.

### Salesperson

#### Men's Depot

02/2007 to 09/2010  
New Cityland, CA

- Observed customers and listened closely to questions to ascertain best clothing options and made recommendations accordingly.
- Assisted customers with trying on items and brought additional items as requested.
- Suggested accessories and matching clothes to increase purchases.
- Kept clothing racks neatly organized and fully stocked.
- Merchandised sales racks to increase customer engagement and store revenue.
- Placed special orders for out of stock items or unique sizes.

### Salesperson

#### Moody's Clothing

08/2003 to 01/2007  
New Cityland, CA

- Greeted every customer with a smile, friendly conversation, and offer of assistance to enhance customer experience and buying opportunities.
- Presented flattering items based on customer preferences.
- Answered questions regarding promotions and clothing items.
- Monitored trends and provided information to customers to maximize purchases.
- Cleaned and organized salesfloor frequently to present optimal buying environment to customers.