

# GEORGE REDMOND

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## SALES PROFESSIONAL

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*Distributor Management • Regional Sales Management • Marketing & Advertising*

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**Top-performing sales professional** with **award-winning excellence** exceeding sales quotas, managing, training, and supporting teams, and driving organizational growth and profitability for small, midsize, and Fortune 500 companies. Effective leader, communicator and negotiator with talent for handling problem accounts and promoting new business. Expertise in B2B and OEM sales, distributor networks, key account management, CRM, trade show execution, direct sales and marketing, PR, product training and placement, and associated functions.

### AREAS OF EXPERTISE

<ul style="list-style-type: none"><li>• Account Management</li><li>• Business Development</li><li>• Team Leadership / Training</li><li>• Reseller Accounts</li><li>• Customer Base Expansion</li><li>• Territory Sales Management</li><li>• Pull-through Marketing</li></ul>	<ul style="list-style-type: none"><li>• Market Share Expansion</li><li>• Product Training and Placement</li><li>• Original Equipment Manufacturers</li><li>• Sales &amp; Distribution Channels</li><li>• Public Relations and Promotions</li><li>• Presentations and Proposals</li><li>• Brand Awareness / Development</li></ul>	<ul style="list-style-type: none"><li>• Prospecting / Cold Calling</li><li>• Trade Show Management</li><li>• Sales &amp; Contact Reports</li><li>• Direct Sales &amp; Marketing</li><li>• Sales Closings &amp; Techniques</li><li>• Business-to-Business Sales</li><li>• Upselling / Consultative Selling</li></ul>
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## PROFESSIONAL EXPERIENCE

**MATTING SOLUTIONS** – Fairfield, ME

2001-Present

*Leading manufacturer of matting products for the picture framing industry, with locations in the US, France, and Germany.*

### **Regional Sales Manager**

Tasked with account management, sales support, product training, and product placement within Northeast picture framing distributor network. Managed direct sales, customer service, PR, and brand awareness to promote new business with custom picture framers, designers, OEM's, art material retailers, and distributors. Trained sales agents on cold-calling and associated techniques, and accompanied them on sales calls to acquaint them with company and industry practices and procedures.

Conducted onsite seminars for distributor representatives and customer service personnel to describe product lines and highlights. Attended national and regional trade shows, open houses, industry-related conferences, and meetings. Organized and executed product blitzes in target markets. Managed monthly sales and contact reports.

### **Key Achievements:**

- **Recognized as top performer**, exceeding sales quotas 7 out of 9 years.
- Opened several key Maine-based OEM accounts totaling **over \$600K in annual sales**.
- **Awarded 2 unprecedented bonuses totaling \$19K**– well above the usual \$5K to \$7K range– for the 2003 coverage of 2 sales territories that both exceeded quota.
- **Won 5 monthly contests in one year** for the largest percentage sales growth.
- Negotiated long-term agreement with national school bid account leading to **\$200K+ additional gross sales per year**.
- **Converted over 20 top-producing retail locations in 2007** by coordinating with distributor representatives to increase retail-level product placement and improve product visibility.

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