

Lauren True

Director of Sales and Marketing

RESUME SUMMARY

Goal-driven Sales Management professional with five years of relevant experience and a proven track record of strategic business growth and product marketing. Adept at cultivating not only sales, but productive client relationships, through positive rapport, tailored solutions and client engagement.

EXPERIENCE

Director of Sales and Marketing

Rascals Fitness - Collegeville PA / March 2016 – Present

- Projected more than \$1,500,000 in sales during 2018 and achieved 113% of target.
- Hired and motivated 30-member team achieving over \$1,700,00 in yearly sales.
- Increased personal training revenue by 300% in first six months of taking over position.
- Penetrated new market areas by investigating competitor products, services and trends.
- Tracked customer behaviors, market trends and online presence, using data to make proactive adjustments to sales procedures and targets.
- Developed creative sales and marketing strategies to assist sales team with reaching targets.
- Increased repeat customer base by maintaining relationships with high-profile clients and effectively managing service issues.

Lead Sales Representative


Cessna Industries - Harleysville, PA / April 2018 – Present


- Implemented professional sales presentations to creatively communicate product quality and market comparisons.
- Started position with 14 existing accounts and increased account base to 98 accounts and rising.
- Built positive and productive customer connections to drive consistent sales.
- Demonstrated products at customer locations, answering questions and redirecting objections to close deals.


Sales Floor Associate

Rascals Fitness - Collegeville PA / August 2014 – March 2016

- Supported company and clients, including addressing inquiries, resolving issues and managing customer relations.
- Established new customer accounts.
- Maintained productive relationships with existing customers through exceptional follow-up after sales.

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SKILLS

- Lead Generation through Cold Calling, Prospecting and Product Demonstration
- Telemarketing
- Financial records analysis
- Profit and revenue-generating strategies
- Recruiting and hiring
- Market and competitive analysis
- Service-driven sales

EDUCATION

Drexel University – Philadelphia, PA | Bachelor of Science, coursework