

Nancy Lehn Smidt
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Relevant Experience in Direct Sales

- Identify client needs and problems.
- Increase customer base through assertive salesmanship with consistent follow-up and service.
- Develop marketing strategies with clients to promote their products and service.
- Possess strong negotiation skills with both clients and management.
- Make presentations to business owners demonstrating products.
- Successfully sold radio advertising to businesses and advertising agencies of all sizes in the Twin Cities and Whatcom County market.
- Serviced and sold corporate uniforms and promotional apparel to local and national companies.
- Successfully sold for Ashley Furniture consistently exceeded monthly sales goals and monthly incentive programs.

Highlights of Qualifications

- Extremely reliable, hardworking and honest.
- Established excellent relations with customers, building loyal repeat customers.
- Strongly self-motivated, enthusiastic and profit-orientated.
- Work well in a team with people of all ages.

Employment History

2016-2017 Behar's Furniture Everett WA

Achievements included design layouts of home furnishings/special order of customer home furnishing/selling furniture protection. Maintaining leadership in sales quotas.

2015-2016 Ashley Direct (Business to Business sales) Chehalis WA. to Blaine WA.

Marketing and selling Ashley hard goods to furniture stores in Western Washington territory. Achievements include introduction of new product lines and growing and expanding customer base.

2013-2015 Design Team Member-Ashley Furniture Home Store Burlington WA.

Sold home furnishings in retail location. Maintained average monthly sales of \$70,000 in furniture sales and protection. Top seller of furniture protection sales .

2006-2012 Client Services- North Washington Collections

Customer care of existing clients and acquisition of new clients. Encompassed a wide variety of duties : Maintaining client data base, response to client requests, delivery of client statements and checks, and at times actual collections of client accounts.

2006 Sales Manager Salish Trust

Sold seasonal fireworks to businesses along with a variety of import products at trade shows from China.

2004-2006 Director of Sales and Marketing-KLKI Radio Anacortes

Sold radio creative campaign advertisements to local businesses

1993-2002 Account Executive KGMI Radio, Bellingham

Sold radio creative advertisements and target marketing to businesses.

1993-2002 KGMI Radio managed and developed an existing client list that exceeded former sales persons list by 50%. Created and developed radio ads, marketing campaigns and promotions for all sizes of business. Developed strong pattern of repeat sales and client loyalty there, increasing sales volume by 35%.

Personal Accomplishments

Initiated the first ever local Bellingham St. Joseph Cancer Center fund raiser golf tournament. Developing a community of business s and volunteers raising over \$7000 to donate to local center cancer patients.

Personal Values

I would bring 20 plus years of outside sales, marketing and problem solving to your company. My expertise in creative problem solving and thinking out of the box with the end result of a happy customer.