

VICTOR
SANCHEZ

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Las Vegas, NV 89129

08-31-2021

RE: Sales Position

Dear Hiring Manager,

Due to an unfortunate accident, I have been rehabilitating for over two years and finds myself able to enter the workforce again.

I am extremely focused, professional, polished individual who is coachable and will bring you a dependable employee ready for any and all challenges.

My previous employers will agree that I have strong presentation skills, can manage premium accounts and that building professional relationships through cold calling is a strength of mine.

For a professional of over 20 years in the sales field, I remain hungry, motivated and will be a top tier performer. Dedicated to the team first and foremost, I will bring positive energy and leadership by example.

I admit that I am a few years older than most of your sales reps but bring a work ethic they will appreciate and try to duplicate.

I believe I am a perfect fit for your position and hope you agree with my synopsis. I hope we can speak in person about your opportunity.

Best regards,

Victor Sanchez

VICTOR SANCHEZ

SUMMARY

Results-driven Sales professional who brings 20+ years of experience in developing lasting client rapport based on knowledgeable and consistent service. Proficient in developing and applying advanced marketing, prospecting and merchandising strategies to accomplish promotional goals. Demonstrated success in building networks and supporting branding objectives. Dynamic cold calling skills and who puts the team ahead of all else



EXPERIENCE

Sales Representative Manager, 07/2019 - 10/2020

Peak Medical - Las Vegas, NV

- Researched new business opportunities by evaluating potential customers' previous buying habits.
- Exceeded sales goals and improved profitability by aligning sales strategies and business plans with market trends.
- Boosted team morale and overall sales volume by creating employee incentive sales contests.
- Developed and implemented new sales strategies to update product lines.
- Boosted revenue and facilitated sales activity while developing consistent employee measurements for exceeding goals.
- Partnered with marketing team to align sales strategy with brand messaging across all communication channels.
- Oversaw management and implementation of new revenue strategies, sales initiatives and customer engagement tactics to increase market share.

National Sales 01/2017 - 06/2019

Canibus Medical Network - Las Vegas, NV

- Researched and identified potential customers and new market opportunities on continuous basis to maintain sustained revenue growth.
- Prepared monthly, quarterly and annual sales forecasts to effectively plan sales strategies.
- Hired and motivated high-performing sales team achieving company sales records for new sales.
- Gave sales presentations, negotiated contracts and promoted services to customers.

CONTACT

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SKILLS

- Budgeting and P&L
- Persuasive negotiations
- Product and service management
- Profit and revenue-generating strategies
- Sales tracking
- Met with **Publisher** one-on-one on basis to discuss selling obstacles, delivering effective suggestions and reliable sales techniques for quick resolution.
- Consultative sales
- Sales and market development
- Compelling leadership skills
- Complex project negotiations
- Sales presentations
- Prospecting skills
- Territory sales management
- Excellent communication skills
- Consultative and relationship selling
- Key account management
- Product knowledge
- Brand-building strategies

- Arranged and implemented sales department improvements, including updates to company marketing, cost analysis and presentations.
- Recruited, interviewed, hired and trained talented sales staff to outperform competition.

National Development Director, 11-2007 - 01/2017

Discount Retail Store Services - Las Vegas, NV

- Built and maintained corporate image, brand and identity.
- Established and deepened partnerships with different groups and businesses to enhance marketing effectiveness and strengthen funding streams.
- Established goals for soliciting funds, developed collection and security policies and coordinated funds disbursements.
- Played instrumental role in launching **Fitness Center Sales**.
- Worked successfully with diverse group of coworkers to accomplish goals and address issues related to our products and services.
- Worked closely with team members to deliver project requirements, develop solutions and meet deadlines.
- Prioritized and organized tasks to efficiently accomplish service goals.
- Juggled multiple projects and tasks to ensure high quality and timely delivery.
- Provided excellent service and attention to customers when face-to-face or through phone conversations.
- Exceeded customer satisfaction by finding creative solutions to problems.

Marketing & Sales Director, 04-87 - 09-2007

EL MUNDO INC - Las Vegas, NV

- Managed client marketing strategies and product promotion campaigns.
- Facilitated growth and increased brand awareness by working with sales team to build and maintain key business relationships.
- Performed research to analyze behavior of customers, including purchasing habits, trends and preferences.
- Organized Cinco De Mayo and other alternative market events to establish community relationships and maximize marketing strategies.
- Produced marketing graphics that were attractive and high-quality using Adobe Creative Suite.
- Summarized and collected sales data to prepare weekly marketing reports for sales staff.
- Increased revenue by designing and enacting marketing strategies within budget parameters, as well as studying key consumer and market data.
- Advised on development of new service and product offerings to increase shares in emerging markets.

- Continuous improvements
- Delivered impactful presentations to potential clients / advertising agencies located on Madison Avenue and Wilshire Blvd
- Negotiations expert and strong deal closer
- Promotional sales events
- Service-driven sales
- Rapport and relationship building
- Developed successful strategies and goals to penetrate new territories by assessing competitor offerings and approaches.
- Superb time management
- National account management
- Market intelligence
- Market research, forecasting and analysis
- Recipient of **Salesman of the Year Award**
- Sales operations
- Exceptional multi-tasker
- Lead generation

- Created and provided marketing material to meet business needs.
 - Created product promotion plans and marketing initiatives to increase brand awareness.
 - Targeted customers for campaigns and identified appropriate marketing channels.
 - Implemented strategies to develop and expand existing customer base.
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EDUCATION AND TRAINING

Associate of Arts, Marketing , 06/1987

University Nevada Las Vegas - Las Vegas, NV