**L A R R Y A D A M S**

3271 San Amadeo, Unit P

Laguna Woods, CA 92637

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**SUMMARY OF QUALIFICATIONS**

A results oriented professional with excellent qualifications relating to sales/marketing and development and implementation of large scale projects within highly competitive markets. Skilled in assessing requirements, determining priorities, analyzing course of action and making adjustments for peak efficiency and profitability. Record of achievement, dependability and integrity. Very resourceful and adaptable. Motivated and enthusiastic towards customers. Works well independently or as part of a team.

Key Strengths Include:

* Outstanding sales closing ability. Consistently meets or exceeds established goals.

* Acutely aware of the need for quality customer service with the ability to meet or exceed client expectations.
* Organized and analytical, able to work effectively in high pressure environments making critical decisions.
* Supervisory experience with the ability to successfully motivate personnel.
* Precise and thorough, maintaining accuracy and quality in work performance.
* Exemplary management skills in the coordination of multi-task responsibilities.

**PROFESSIONAL EXPERIENCE**

**Stock Market Investor (2013 to present) Merrill Lynch**

Inside/Outside Sales Representative 2002 - 2012

Sierra America Multi-Systems, San Juan Capistrano, CA

Sold innovative and custom tooling and shop accessories including, but not limited to high performance slitting saw arbors, collet wrenches, collet racks and trays, tool racks and trays, fly cutters and drill adapters.

Outside Sales Representative 1989 - 2001

1201 Financial and Insurance Services, a California Dental Association Company, Newport Beach, CA

Market comprehensive insurance/financial services to California Dental Association members and staff. Responsibilities include extensive telephone contact with existing clients while successfully obtaining new client base through refined prospecting techniques. Schedule appointments; gather client information and present insurance packages according to individual needs. Evaluate clients’ needs and provide solutions in insuring individual life and individual disability, business/personal property, business overhead expenses, professional/office premises liability, workers’ compensation, accidental death and group disability income.

Assist customers with questions and issues. Resolve all problems to the satisfaction of all parties involved. Handle both the initial forms and any follow-up paperwork as needed. Prepare and submit sales activity reports on a weekly basis. Evaluate competition and utilize strategic marketing efforts in obtaining new customers. Attend various meetings, seminars and product training classes. Conduct speaking engagements at exhibits. Travel to clients’ offices, dental offices and customers’ homes to present services. Handel various accounting and administrative duties as needed. Consistently rated #1 or #2 company wide in sales each year.

Partner/President 1978 – 1989

Adams & Associates Insurance Agency, Redondo Beach CA

Managed all aspects of running an independent insurance agency including interviewing, hiring, training and supervising staff members. Directed the sales, public relations and customer service departments in the daily operations servicing individual and commercial clients. Conducted direct sales of commercial liability, fire, home, auto, medical and life insurance. Directly involved with the accounting, record keeping and financial functions.

**LICENSES**

* Property & Casualty
* Life & Disability

**EDUCATION**

* Business Administration – El Camino College, Torrance, CA
* Attended various continuing education course/classes encompassing:
* Sales
* Public Speaking
* Insurance Laws/Regulations
* Finance

**MILITARY**

* United States Navy Received Honorable Discharge