

Michael Meacham

Inside Sales Rep

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Authorized to work in the US for any employer

WORK EXPERIENCE

Inside Sales Rep

Shannon Packaging - Chino, CA - 2012 to 2015

Chino, California, ShannonPkg.com 2012-2015

A leading manufacturer of flexible packaging bags for food, cosmetics, medial, electronics and high-end industrial applications

Inside Sales Rep

- Directed business development efforts and drove sales as one of the leading flexible packaging manufacturers, skyrocketing revenue within a very short period of time, outselling competitors 3-to-1, increasing 10% year-over-year
- Oversaw high-stakes negotiations winning private label contracts against competitors with assertive follow-up, selling nationwide and throughout Canada to Boeing, civil defense contractors, military venues, medical companies, Hershey, Nestle, Whole Foods, Trader Joes, Costco, etc.
- Analyzed competition, market penetration, position, pricing, customer demographics, expansion and sales structures; created and implemented competitive strategies that seized repeat business and door-bashing opportunities
- Boosted profits and new sales by up-selling and cross-selling at each opportunity, marketing to clients' needs, developing new business, keeping existing business and implementing new sales campaigns
- Overhauled and vastly improved sales by cold calling, negotiating contracts that were said impossible as well as attending trade shows and industry exhibitions, increasing company recognition and assertively following up on all leads
- Negotiated and closed complex sales, promptly resolving conflicts and ensuring end-to-end client satisfaction by garnering comprehensive sales and customer service support while building an ongoing pipeline of business

Account Executive

The Pace Group, Inc - 2005 to 2012

Scouted and located prospective residential refurbishing projects; reviewed pro-formas and determined market value and feasibility

- Researched titles and any liens through courthouse and city agencies; analyzed feasibility, cleared title and completed discoveries
- Negotiated contract terms and fees; researched, analyzed and evaluated purchase/sales contracts and agreements
- Drafted and finalized contracts documenting agreed-upon pricing, schedules, procedures and responsibilities for all parties

Inside Sales Rep

Laguna Tools - Irvine, CA - 2001 to 2005

Regional Sales Manager

- Addressed strategic and tactical responsibility to acquire accounts within the Canadian region, ensuring international exchange rates
- Planned sales strategies and hunted business opportunities; developed and implemented direct marketing efforts
- Analyzed competition, determined potential business volume for proposed markets and how to achieve various levels of profit
- Utilized margin analysis, pricing structures and forecast tools to negotiate and structure aggressive yet profitable contracts in order to overachieve performance objectives and revenue goals
- Conducted sales training seminars for both sales staff and customers; consistently ranked in the Top 3 company-wide

Regional Account Manager

Joe Verde Group - San Juan Capistrano, CA - 2001 to 2001

Inside Sales Rep

- Opened and developed automotive dealerships accounts selling sales training programs, which increased profitability by 100%
- Acted as liaison between dealerships and company; created and developed strategic plans targeting new accounts and territories
- Provided assertive follow-up in order to eliminate any frustrations, obstacles and/or barriers in purchasing the program
- Grew and developed accounts, created and coordinated all phases of each closed sell from conception to follow-up
- Engaged customer at highest strategic level; acted as customer's 'go-to' resource for all supported-related issues
- Derived sustaining income/revenue through account development and account rescues

Account Executive

SGN.com - Irvine, CA - 2000 to 2001

Through heavy inbound and outbound calls, generated leads and won numerous contracts for online yellow page advertising

- Attended trade shows, generating leads and providing follow-up, establishing account and closing
- Targeted early stages of sales and built alliances within the accounts to expand sales and profits
- Worked with dedicated marketing resources to define measurement criteria of programs with respect to effectiveness in acquiring accounts; consistently outsold competitors while leveraging team resources

Inside Sales Rep

Laguna Tools - Irvine, CA - 1997 to 2000

Same as above 2001-2005

Major Account Sales Representative

Continental-McLaughlin - Irvine, CA - 1994 to 1997

Penetrated and invaded territory by leveraging field resources and uncovering large business opportunities while closing transactional sales

- Collaborated with and assisted an Outside Account Executive in closing large account opportunities
- Developed key business alliances, gathered customer requirements and acted as liaison between customer and Account Executive
- Nurtured accounts, customizing systems and up-selling pneumatic, electric and hydraulic tools and machinery

EDUCATION

Business Administration

Cypress College - Cypress, CA