

BUSINESS DEVELOPMENT DIRECTOR

Summary

Business Development Director driven to exceed sales goals and build long-term relationships with customers. Creates a positive shopping experience through high-quality customer care.

Highlights

- Fluent in English and Spanish
- Action-oriented, results-oriented, "take charge" Sales and Customer Service Professional
- Superior communication skills
- Superb follow up skills
- Exceptional relationship building that leads to gaining the trust and credibility of individuals and groups
- Effective team player
- Capable of delivering a strong business case for client action with the skill set necessary to bring it to close

Accomplishments

- Created strategies to develop and expand existing customer sales, which resulted in a 154% increase in monthly sales.
- Increased sales volume by adding 34 new accounts in the assigned territory.
- Managed a portfolio of 21 accounts totaling \$14.5MM in sales.

Experience

Business Development Director 11/2012 to Current Company Name City , State

- Managed 3 Franchise , Kia , Hyundai , CDJR (Chrysler,Dodge,Jeep & Ram)
- Trained/Developed Sales Team on engagement w/customers Trained/Developed Sales Team on CRM usage
- Met Weekly/Monthly with GM and Service Director for any emails and mail out Marketing campaigns
- Built Strong Relationships with Fleet Organizations
- Developed a two man team that handles all heat cases

Sales Representative 01/2009 to 05/2012 Company Name City , State

- Developed and managed five Home Depot accounts, generating over \$5MM in annual revenue
- Built strong relationships with Home Depot Management, Associates, Professional Contractors, ISD's, Government Agencies, Cities, Municipalities, Multi - Family Apartment Groups, Investors, and DIY'ers
- Monitored and forecast sufficient inventory levels of Behr/Kilz product ready for demand
- Excelled at partnering with all core business operations to significantly increase Behr/Kilz footprint, expand market share, and generated sustainable revenue
- Won the Sales Driver Award, FY 2009
- Successfully executed all initiatives and new product roll outs, Behr Ultra, Premium Plus SP Low VOC, Int/Ext Oil Base, Ext Wood Stains, Floor Coatings, and Kilz Pro X
- Trained and developed Home Depot associates to excel at driving both Home Depot and Behr/Kilz value while increasing sales through non-stop hands on training
- Won "Rookie of The Year" Award, 2010
- Serviced 2 territories due to lack of human capital, total of 10 accounts, keeping them profitable & constantly growing
- Won "Ultimate Team Player" Award, 2011

New Home Counselor 01/2006 to 07/2007 Company Name City , State

- Sold 28 new homes and produced \$5,236,000 in revenue in first six months
- Achieved 97% capture rate for in-house lending company

- Sustained high profit margin through tactful and diplomatic negotiations
- Built strong strategic alliances with investor community, which led to multiple revenue streams and increased profitability
- Held first-time home buyer workshops to build comfort and demand
- Minimized sales cancellations by meticulous customer qualification and realistic expectation setting

New Home Counselor 10/2004 to 01/2006 Company Name City , State

- Sold 58 new homes and produced \$8,700,000 in revenue
- Used blueprints without a model to sell 39 homes
- Participated in numerous TV commercials for Mi CasaTV
- Protected profits from margin degradation through advanced negotiation skills
- Won Beazer Homes National Marketing Award for best idea contributing to 14 new home sales in one day
- Orchestrated community outreach programs to create demand for move-ups and first-time buyers
- Achieved lowest cancellation rate in Dallas Division
- Built loyal relationships with a large, diverse Realtor base
- Developed strong relationships with a large portion of the investment community
- Completed all requirements at Beazer University
- Won numerous sales contests

New Business Development Sales Manager 11/1992 to 07/2004 Company Name City , State

- Achieved 154% of FY 2000 sales quota
- Implemented weekly training with sales team
- Achieved 125% of 1999 YTD sales quota
- Managed 21 wholesale distributor accounts
- Increased territory sales by 14% in Q2 and Q3 of 1998
- Preserved margin by selling at an average of four percentage points above industry standard
- Broadened market base by identifying new opportunities to expand the focus of wholesalers
- Tracked customer acquisition cost versus profitability
- Created and negotiated contracts, agreements, proposals, and purchases

Education

Superstar Selling, Brian Tracy , Ft. Worth, Texas, 2005
How to Build a Complete Sales Person , Plano, Texas 2005
Sales Success, Jeffrey Gitmer- Ft. Worth, Texas 2005
CSRE : Psychology 2011
P.E.E.R.S City , State , USA

Psychology of Sales, Brian Tracy : Sales and Marketing 2005
Beazer University City , State , USA
CFNI : Theology 2003
CSRE City , State , USA

Associate of Arts : Theology 2003
CFNI City , State , USA

Skills

Sales and Marketing Strategy, Execution, Account Management, Business Development, Client Relations, Cold Calling, Computer Literate, Creative Problem Solving, CRM Systems, Customer Needs Assessment, Customer Satisfaction, Customer Service, Lead Development, Marketing