George Rickert

Senior Sales Manager

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Point Pleasant, NJ

# Professional Summary:

Experienced manager skilled at new business development and client retention. A self-starter with a proven record of achieving and surpassing corporate and personal goals. Able to establish rapport and credibility at all levels of interaction. A hands-on solutions-oriented approach with a manager’s bottom line focus has been the key to my success.

# Skills & Abilities

* Compelling sales proposal writer
* Strategic account development
* Accomplished manager
* Strong interpersonal skills
* B to B sales
* New Business development

# Experience-Past To present

## 9/1/2001-4/1/2008 Territory Manager

### Ecolab Inc. Avenel, NJ

* Build relationships with customers, identify and influence decision makers / opinion.
* Coordinate sales and service activities with cross divisional peers and internal functions (e.g. Marketing services, Customer service)
* Coordinate and interact with all distributor partners.
* Find unique and repeatable ways of solving problems.
* Maintain an active prospect funnel and drive new business development to meet budgeted goals.
* Promote product portfolio with a focus on contribution margins.

## 4/1/2008 to 4/1/2009 Street Sales Manager

### Ecolab Inc. NY, NY

* Prospect and obtain new customers to achieve annual new business sales goals.
* Recognize sales opportunities and implement sales strategies.
* Partner with service team, corporate account team, and inter-company partners to implement best practices to solve customers’ issues.
* Build rapport and cultivate relationships with co-workers and customers through professional demeanor and strong interpersonal skills.
* Provide outstanding customer service by leading and educating customers throughout the sales process.

## 4/1/2009-8/1/2015 District Sales Manager

### Ecolab Inc. NJ, Remote

* Oversee a team of Route Specialists and Territory Managers responsible for delivering sanitation solutions to customers Responsible for interviewing new prospective employees as well as training and coaching existing sales and service team to meet all corporate goals and with a top priority on customer satisfaction.
* Manage area business process to maximize Territory productivity and ensure consistent service.
* Fully understand Company protocols and procedures to assure quality service and compliance with applicable regulations/laws.
* Manage District P&L to maximize profitability.
* Responsible for over 1400 clients, 10 sales and service reps and $7,000,000.00 in annual sales

9/1/2015-11/1/2021 **Account Executive**

Gabrielli Kenworth Dayton, NJ

* Use all reasonable methods of prospecting for new- and used-truck customers daily, via electronically, phone and personal contact.
* Assist customers in specifying proper components for trucks in their particular applications.
* Demonstrate new and used trucks to customers, which will include active test runs.
* Continuously keep updated on product knowledge.
* Weekly reporting/meeting with appropriate manager
* Proper sales delivery process to include proper completion of paperwork, walk-around and review of equipment, introduction to pertinent dealership personnel, proper follow-up after the sale is completed.
* Attend various scheduled sales and training meetings.

11/1/2021-5/1/2021 **Territory Manager**

Ecolab Inc. NY, NY

* Build relationships with customers, identify and influence decision makers / opinion.
* Coordinate sales and service activities with cross divisional peers and internal functions (e.g. Marketing services, Customer service)
* Coordinate and interact with all distributor partners.
* Find unique and repeatable ways of solving problems.
* Maintain an active prospect funnel and drive new business development to meet budgeted goals.

5/1/2021-3/1/2022 **District Sales Manager**

Ecolab Inc. NJ, Remote

* Oversee a team of Territory Representatives and Service Managers responsible for delivering sanitation solutions to customers Responsible for interviewing new prospective employees as well as training and coaching existing sales and service team to meet all corporate goals and with a top priority on customer satisfaction.
* Manage area business process to maximize Territory productivity and ensure consistent service.
* Fully understand Company protocols and procedures to assure quality service and compliance with applicable regulations/laws.
* Manage District P&L to maximize profitability.
* Responsible for over 2100 clients, 10 sales and service reps and $9,000,000.00 in annual sales

3/4/2022-2/1/2024 **District Sales Manager**

Cleanslate NJ, Remote

* Oversee a team of Territory Sales Representatives and Service Managers encompassing NJ, PA, DE, MD, VA, and NC. responsible for delivering sanitation solutions to customers Responsible for interviewing new prospective employees as well as training and coaching existing sales and service team to meet all corporate goals and with a top priority on customer satisfaction.
* Manage area business process to maximize Territory productivity and ensure consistent service.
* Fully understand Company protocols and procedures to assure quality service and compliance with applicable regulations/laws.
* Manage District P&L to maximize profitability.
* Responsible for over 1600 clients, 2 sales and service reps and $8,500,000.00 in annual sales
* Delivered $1,041,000 increase in sales for 2023 calendar year.

2/1/2024-Present **Corporate Sales Manager**

Cleanslate NJ, Remote

* Develop and maintain strong, long-term relationships with corporate clients.
* Manage a portfolio of key accounts, ensuring clients receive excellent service and support.
* Provide guidance and support to sales team members as needed.
* Identify new business opportunities within existing accounts and through market research.
* Create and execute strategic sales plans to achieve or exceed revenue targets.
* Conduct regular business reviews with clients to discuss performance, expectations, and future sales plans.
* Serve as the primary point of contact for key accounts, ensuring exceptional customer service.
* Track and analyze sales performance, including sales metrics and key performance indicators.

# Education

## September 1990-1992 Brookdale Community College

### Lincroft NJ

**Associate of Arts, General/Business**

# Accomplishments

* Territory Manager of the year, New York Area 2007
* District Sales Manager of the year East Coast Area 2013
* Exceeded budgeted goals for 7 consecutive years.
* Promoted to District Sales Manager after 9 years in sales development.

# Affiliations

* Tinton Falls Fire Company, volunteer 30 years.
* Zoning Board of Adjustments Tinton Falls
* Pop Warner coach
* Tinton Falls Little League coaching staff.
* Point Pleasant OEM