

THOMAS L. SORENSON

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SALES MANAGEMENT PROFESSIONAL

SALES MANAGEMENT / ACCOUNT MANAGEMENT / MERCHANDISING MANAGEMENT

A high-energy, business/sales Trainer and Manager with a solid track record of performance in consumer goods and retail businesses. Key strengths include the ability to meet and exceed goals/targets, a knack for connecting with decision makers and the ability to transfer the secrets of sales and account management to others. Excellent presentation, negotiation, closing, and follow through skills. Available for travel.

- Territory Management & Market Share Growth
 - Key Account Acquisition & Management
 - Sales Analysis & Reporting
 - Teambuilding, Coaching, & Leadership
 - Retail Merchandising Strategies
 - Market Research & Trend Analysis
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SUMMARY OF QUALIFICATIONS

- Expertise and versatility in all facets of the sales cycle including pre-sales planning, marketing, account management, and post-sales support.
 - Exceptional business, sales, and staffing leadership/management competencies. Dynamic sales manager skilled at developing territory sales reps and account managers to achieve peak performance.
 - Ability to conceive innovative direct marketing campaigns that increase product awareness, market share and company profitability. Develop strategies and follow through to ensure successful implementation.
 - Outstanding success in building and maintaining relationships with key decision makers, establishing accounts with excellent levels of retention and loyalty.
 - Experience in retail merchandising with extensive knowledge of plan-o-grams and cross merchandising strategies and techniques.
 - Adept at facilitating order processing accuracy and efficiency; receive excellent customer feedback. Punctual in meeting deadlines and known to go the “extra mile” for customers and colleagues.
 - Successful in daily operations analyzing trends in customer and merchandise needs. Proficient in recognizing and launching steps needed to obtain objectives.
 - Thrive on challenges to overcome obstacles with solutions that are sound and financially feasible.
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PROFESSIONAL EXPERIENCE

THE MUSIC PLACE, Pasadena, TX

EDUCATIONAL SALES REPRESENTATIVE (2006 / Present)

Generate new accounts in the student educational music industry by developing relationships with local school bands and orchestra directors for this independently owned musical instrument store. Managed order fulfillment, contract preparation and customer service activities.

- Developed and implemented a direct marketing campaign targeted at students and teachers in public and private education institutions.
- Boosted sales revenues by launching new product rental option through on-site instrument rental drives.

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ALLPARTS MUSIC CORPORATION, Houston, TX

EDUCATIONAL REPRESENTATIVE / FACILITATOR BUYER (2003 / 2006)

Managed order fulfillment activities in support of 20 field sales reps for this national provider of musical instruments and accessories with \$150 million in annual revenue. Analyzed pricing and availability of in-house inventories and forecasted future inventory demand. Coordinated inventory levels for major trade shows.

- Conceived, developed and executed field tracking system to streamline order fulfillment operations.
- Built vendor relationships and negotiated favorable terms and conditions for purchases.

SOUTHERN MUSIC COMPANY, San Antonio, TX / Nashville, TN

ASSISTANT DISTRICT MANAGER (2000 / 2003)

DISTRICT SALES SUPERVISOR (1983 / 1998)

Directed territory sales initiatives for this leading distributor of prerecorded music with \$1.2 billion in annual revenue. Hired, trained, and developed a staff of 20 sales reps to increase performance results for a 5-state territory. Managed a broad assortment of music titles required to optimize sales and inventory productivity for major retailers. Coordinated direct-to-store shipments, marketing of selections, and in-store merchandising for 80 accounts representing \$13 million in annual revenue. Reported to District Manager.

- Successfully managed key account relationships with major retailers, including Wal-Mart, Kmart, Toys R Us, Venture, and Pamida.
- Work closely with associated record labels to coordinate in-store artist appearances.
- Selected by senior management to train UK sales staff on company's Intranet system.
- As District Sales Supervisor, managed all sales and account management activities comprised of 66 major retail accounts spanning 6 states.
- Achieved the "Senior Sales Representative of the Year" award in 1986 and 1996.

TWIN GALAXIES, North Charleston, SC

ASSISTANT MANAGER (1998 / 1999)

Assisted store manager with a full range of retail management responsibilities, including merchandising, inventory control, ordering, loss prevention, and maintenance functions. Directed personnel training programs and sales floor activities. Coordinated special promotions and events. Opened/closed store; handled customer complaints and cash control. Prepared daily sales reports.

- Achieved weekly/monthly goals through suggestive selling and extensive product knowledge.
- Trained new hires in all procedures, product knowledge and sales techniques.

EDUCATION & PROFESSIONAL TRAINING

UNIVERSITY OF SOUTH CAROLINA, North Charleston, SC

- Completed 16 semester hours of coursework in Music Business and Distribution.

SPRINGFIELD COLLEGE, Charleston, SC

- Completed 19 semester hours of coursework in Principles of Marketing.

BCM RECORDING STUDIO, Charleston, SC

- Completed 40 hours of professional training in Sound Engineering.