

**2011.09 - 2015.06 UNIVERSITY OF SHANGHAI Marketing**

**2018.09 - 2019.12 Lai Yi Food Co., Ltd. Customer Representative**

* **Team Management:** Responsible for the formation and management of the customer representative sales team, combined with the company's development strategy and regional sales needs, set up and manage the 12-person sales team, and continue to build team capabilities. Participate in business negotiations, contract signing, promote effective acceptance, collection and after-sales service; complete the annual sales performance evaluation indicators, achieve team sales, return and other goals.
* **Sales business:** responsible for formulating and implementing regional sales plans, ensuring regional sales goals through regional customer resource development, team formation, and marketing. Responsible for coordinating the marketing activities of the company's products in the region.
* **Customer Management:** Responsible for the development and relationship maintenance of customer resources, identifying regional quality customers, and continuously depositing high-quality customer resources. Complete product sales, promotion, and service for medium and large-sized customers, and output value for customers to promote cooperation.
* **Vendor management:** collate and analyze sales data, timely adjust preferential schemes, supplement hot-selling styles, submit hot-selling orders, strive for better resource location for suppliers, and achieve monthly sales targets.
* **Work results:** XXXXXXX.

**2015.09 - 2018.06 Shanghai Haixing Securities Co., Ltd. Advertising  Sales**

* Responsible for the development of customers, through the sales of the major bank outlets, to promote the products of Starfish Securities and invite customers to open accounts.
* Maintain relevant bank marketing channels and open accounts through bank channels.
* Maintaining customers, answering customers' daily operation problems by telephone, informing customers of related activities, understanding potential needs of users and developing assets through communication.
* Analyze data and work with operations to actively coordinate internal and external resources to achieve sales targets.

**Education**

**Experiences**

* More than 4 years of experience in customer representative sales, with strong customer development capabilities, in XXXXX period to complete the development of a number of large customers, my performance ranks first in the company.
* Have more than 2 years team management experience, sales team management experience, according to the development needs of relevant management systems and processes. Continuously improve team capabilities, and lead the team to complete the established targets.

Shanghai

1997.09.24

**Advantage**

**David**

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Resume