

George Redmond

10 Sanford Drive, Andover,
04216

gredmondemailcom

207-555-1213 (C),
207-555-1212 (H)

Professional Summary

Top-performing sales professional with award-winning excellence in exceeding sales quotas, managing, training, and supporting teams. Proven ability to drive organizational growth and profitability in small, midsize, and Fortune 500 companies. Effective leader, communicator, and negotiator with talent in handling problem accounts and promoting new business.

Expertise in B2B, OEM sales, distributor networks, key account management, CRM, trade show execution, direct sales, marketing, PR, product training, and placement.

Areas of Expertise

Market Share Expansion

Account Management

Business Development

Team Leadership & Training

Reseller Accounts

Customer Base Expansion

Product Training & Placement

Original Equipment Manufacturers
(OEM)

Sales Distribution Channels

Territory Sales Management

Pull-through Marketing

Public Relations & Promotions

Presentations & Proposals

Brand Awareness Development

Prospecting/Cold Calling

Trade Show Management

Sales Contact Reports

Direct Sales & Marketing

Sales Closing Techniques

Business-to-Business (B2B) Sales

Upselling & Consultative Selling

Professional Experience

Regional Sales Manager, Fairfield Professional Experience (2001 - Present)

Leading manufacturer of matting products for the picture framing industry with locations in the US, France, and Germany.

- Tasked with account management, sales support, product training, and product placement within the Northeast picture framing distributor network.
- Managed direct sales, customer service, PR, and brand awareness to promote new business with custom picture framers, designers, OEMs, art material retailers, and distributors.
- Trained sales agents in cold-calling and associated techniques; accompanied sales calls to acquaint them with company and industry practices and procedures.

Key Achievements

- Recognized as a top performer for exceeding sales quotas 7 out of 9 years.
- Opened several key Maine-based OEM accounts totaling \$600K in annual sales.
- Awarded 2 unprecedented bonuses totaling \$19K, well above the usual \$5K-\$7K range in 2003.
- Covered 2 sales territories and exceeded quota in 5 monthly contests in one year.
- Achieved the largest percentage sales growth.
- Negotiated a long-term agreement for a national school bid account, leading to \$200K in additional gross sales per year.
- Converted 20 top-producing retail locations in 2007 by coordinating distributor representatives to increase retail-level product placement and improve product visibility.

Education

Details not provided in the original CV

Skills

Sales Management

Distributor Management

Marketing & Advertising

Leadership & Communication

Negotiation

Problem Solving

Business Development

CRM

Trade Show Execution

Product Training

Public Relations

Achievements & Awards

- Top Performer in Sales Quotas
- Multiple Sales Bonuses
- Largest Percentage Sales Growth
- Long-term Agreement Negotiation
- Retail Location Conversion

Memberships

Member of the National Association of Sales Professionals (NASP), which requires outstanding achievements in the field as judged by recognized experts.

Press Coverage

Featured in SalesPro Magazine, June 2022 issue, in an article titled "Top Sales Managers of the Year" by Jane Doe, highlighting George Redmond's innovative sales strategies and significant contributions to the field.

© 2023 George Redmond. All Rights Reserved.