7th Sept 2017 Email: [harper.danielj@gmail.com](mailto:harper.danielj@gmail.com)

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# Re: ALOGIC – National Retail Account Manager

Dear Human Resource Manager,

# Please accept my application for the National Retail Account Manager role as advertised on your website.

I’m an accomplished National Sales Manager and Business Development Executive with more than 15 years experience in strategic key account sales, department management and large sized enterprises gained in the Telecommunications industry. I have a proven track record of coaching and managing sales teams, implementing multiple brand strategies, delivering aggressive revenue results and solidifying mutually beneficial working relationships.

I am now looking for a rewarding new challenge and believe the role of National Retail Account Manager at ALOGIC would provide this.

Below, I have highlighted my skills and experience in relation to the advertised criteria.

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| **Requirements** | **My Experience and Qualifications** |
| Demonstrate the ability to build and execute a strategy that identify opportunities and challenges within account base and create tactics to maximize sell through, profit, revenue and market share. Demonstrate an ability to build executive relationships at major accounts.  Experience as an Account Manager in Retail or equivalent position.  Industry or channel experience is required. Experience with supporting Retail customers through Distribution sourcing method is preferred. | Strategic senior key account sales experience, with a track record of delivering aggressive revenue through managing commercial discussions and negotiations with senior executives.  15 years experience in strategic key account sales. Significant experience in developing and deploying systems, processes, tools and metrics with a focus on continuous improvement and sales force effectiveness, consistently exceeding KPI’s against company timetable  Highly effective in conducting meetings and performing presentations with key stakeholders at a senior executive level. Organised with a strong commercial acumen combined with excellent communication skills and a passionate approach to building customer relationships. |

My most recent position within the consumer electrical industry as General Manager Sales endorses my account management skills and experience. I take pride in not only developing business relationship but also reviewing and enhancing existing operations. I collaboratively work with many stakeholders and successfully manage their priorities to ensure the success of the greater business objectives.

I’m energetic and have a genuine drive to succeed, having demonstrated development and progression within my career to date. I strive for excellence in all I do and believe in my ability to multi-task, communicate, lead, research, analyse and remain calm under pressure would ensure great success within the role.

Thank you for your kind consideration and I hope to hear from you soon.

Warm regards

Daniel Harper