

Liam Anderson

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Professional Summary

Results-driven Sales Executive with over 7 years of experience in both B2B and B2C sales within the technology and retail sectors. Adept at building strong client relationships, implementing consultative sales strategies, and consistently exceeding sales targets. Known for driving business expansion through effective sales forecasting, account management, and delivering tailored solutions that meet client needs.

Key Skills

- B2B & B2C Sales Strategy
 - CRM Software (Salesforce, HubSpot)
 - Expert in Negotiation & Deal Closure
 - Lead Generation & Prospecting
 - Account & Territory Management
 - Sales Forecasting & Performance Reporting
 - Cross-functional Collaboration
 - Strong Communication & Presentation Abilities
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Professional Experience

Senior Sales Executive

GlobalTech Solutions Pte Ltd | Singapore

Mar 2019 – Present

- Exceeded annual sales target by 120% for three consecutive years.
- Secured enterprise software contracts totaling over SGD 3M in 2022.
- Managed and nurtured relationships with 50+ key accounts, boosting client retention by 25%.
- Crafted customized sales presentations and proposals for C-suite executives, closing high-value deals.

Sales Representative

Sunrise Electronics | Singapore

Jul 2015 – Feb 2019

- Ranked consistently in the top 10% of the sales team, generating SGD 500K+ in annual revenue.
 - Led product demos and negotiated contracts with retail partners, ensuring strong business ties.
 - Expanded client base by 30% through proactive cold calling and networking efforts.
 - Partnered with the marketing team to create promotional campaigns, resulting in a 15% increase in seasonal sales.
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Education

Bachelor of Business Management (BBM)

Singapore Management University (SMU) | 2015

Certifications

- Certified Professional Sales Leader (CPSL) – 2021
 - Negotiation Skills Masterclass – 2019
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Languages

- English – Fluent
- Spanish – Native