

## Professional Experience

### Director of Sales

Discovery **Senior** Living, **Tampa, FL** | **March** 2019 - **Present**

- Motivate 15 junior sales representatives to meet challenging sales targets and provide support, training, and mentorship
- \* Monitor the sales performance of 30+ representatives and set action plans to ensure success
- \* Collaborate with the Executive Director to set productivity and revenue targets and generate strategic business plans
- Identify areas for improvement and opportunities for new ventures and communicate these to the Executive Director

### Sales Representative

Colonial Life, Tampa, FL | July 2013 - March 2019

- Conducted client consultations to understand their needs and presented and explained a range of suitable solutions
- Built and maintained ongoing relationships with a large client base
- » Planned and ran events to prospect for new customers and present the company's services positively and professionally
- Worked to tight time constraints to consistently exceed 99% of personal and team sales targets

## Education

### Bachelor of Science in Business Administration

University Of Central Florida, Orlando, FL | September 2007 - June 2011

### Master of Science in Business Administration

Florida State University, Tallahassee, FL | September 2011 - June 2013

# Caitlin Sanford

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**Inspiring** and assertive sales director with two years' experience in a leadership **position** and 7+ years' experience in a sales role, Well-developed strategic **ability** with a talent for seeing the bigger picture and **leading** diverse teams to success. Driven to exceed sales expectations and thrives in high-pressured working environments.

## Key Skills

- Tracking and analyzing sales data using CRM
- Strong leadership style
- Recruitment and mentoring
- Prospecting and managing client relationships
- Fluent in Spanish