

Customer Focused, Profitability Driven Sales Professional

Professional Summary

An experienced sales professional providing:

- 8 years workforce leadership experience, training and mentoring, and recruiting and hiring of more than 100 associates and future management candidates in the consumer electronics retail and staffing industries
- 10 years sales and client satisfaction through evaluating customers' needs and developing a unique solution to fit each need
- 6 years P&L Statement management
- 2 years lead generation and cold-calling into companies

Expertise

Lead Generation
Group Presentation & Training
Financial Analysis

Team Building and Talent Development
Business Development
Fluent in English and Spanish

Organized
Project-Oriented
Group Training

Professional Experience

Business to Business Sales

Sales Development Representative

MarketStar

Jan 2015-Present

- Cold call leads and contacts in mid-market and enterprise sized businesses
- Engage executives in targeted prospect companies
- Develop relationships and orchestrate discussions around prospect business needs
- Leverage CRM tools and other lead prospecting tools to prospect leads
- Manage and maintain a pipeline of prospects

Staffing Consultant

Randstad Staffing

Mar 2012-Mar 2013

- Increase net sales and revenue through personnel placement and new client acquisition
- Discover and develop new clients from assigned sales territory through cold calling and prospecting while determining and managing their staffing needs along with retaining and renewing the existing local and national accounts
- Recruit and hire candidates to fill clients' staffing needs to achieve bonus range performance for each month worked in the Raleigh Manufacturing and Logistics office
- Handle billing, payroll and client services issues

Retail and Sales Management Experience

Assistant Store Manager

AutoZone

May 2014-Dec 2014

- Determine needs of customers through asking probing questions, report building and customer service
- Influence store sales through side-by-side selling, mentoring, and coaching
- Aid the store manager in general store upkeep, visual merchandising, store operations, inventory management, and opening and closing duties
- Increase transaction totals through add-on sales and report building
- Diagnose customers' automotive problems through open ended questions, upselling based on their answers to those questions and providing excellent customer service.

Sales Manager

CompUSA

Dec 2011-March 2012

- Facilitate group sales training for target promotional products in several different consumer electronics sub categories
- Direct sales in consumer electronics discount retail store location
- Develop, train and manage staff of 15 sales associates to reach sales goals and attachment targets through new and existing processes including the comparison of products and services with competing vendors
- Increase accessory attachment and services attachment rates in the store
- Interact with customers to resolve concerns and issues, and further the sales process

Store Manager

RadioShack Corporation

June 2006- Dec 2011

- Direct sales and operations for multiple stores
- Train to become District Manager and operate as a temporary district manager during a district manager's leave of absence
- Contribute a minimum 30% of daily sales
- Progressively move to higher volume stores with larger sales staff, higher sales goals and quotas and larger client bases for 5 different stores
- Increase net profit and generated sale revenue in each of the 5 stores managed
- Reduce inventory shrink and other managed expenses
- Facilitate group sales training of newly hired sales associates for multiple stores
- Implement an individualized training and mentoring program for newly promoted store managers
- Achieve high marks for customer satisfaction and retention from various company mandated mystery customers
- Implement sales techniques for the launch of new product categories and new technology

Education, Training and Affiliations

B.S. in Business Management, Western Governors University
Member of the BYU Business Management Society
Lean Six Sigma White Belt Certification
Pi Kappa Alpha Fraternity Alumnus