

## PROFESSIONAL SUMMARY

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Results driven and personable professional with over six years of experience in the electrical wholesale industry, known for consistently exceeding sales targets and cultivating strong supplier and customer networks. I bring deep technical knowledge, a strategic sales mindset, and a hands-on approach to delivering tailored solutions that drive revenue growth and customer satisfaction.

Skilled in negotiation, upselling, and relationship building, I thrive in dynamic environments where responsiveness, adaptability, and initiative are key to success. Whether resolving complex supply chain issues or supporting sustainable product adoption, I am dedicated to delivering value across every touchpoint.

## KEY SKILLS

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- Electrical wholesale product expertise
- Client and supplier relationship management
- Solution based sales and upselling
- Inventory control and order processing
- Team leadership and staff development
- Creative problem solving for logistics
- Sustainable product promotion
- Effective communicator and negotiator
- Accurate billing and CRM usage
- Tech savvy and adaptable to change

## PROFESSIONAL EXPERIENCE

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### Senior Counter Sales | Active Electrical | Oct 2023 - Present

- Strengthened supplier and manufacturer partnerships, improving product sourcing turnaround by 20%
- Applied strategic upselling to increase average transaction value by approximately 15%
- Resolved supply chain issues quickly, maintaining 98% fulfillment rate for customer orders

### Counter Sales | Corys Electrical | Mar 2021 - Sep 2023

- Provided technical product advice, directly influencing a 10% uplift in monthly sales
- Managed billing and order systems with 99% accuracy, reducing returns and complaints
- Cultivated strong supplier and client relationships, contributing to long-term account retention

### Counter Sales | Ideal Electrical | Oct 2018 - Mar 2021

- Maintained merchandising displays that helped increase impulse sales on key products
- Supported quotations and inventory accuracy, reducing customer wait times by 25%
- Played a key role in cross-selling during seasonal campaigns

### Assistant Manager | Jaycar Electronics | Aug 2016 - Oct 2018

- Oversaw daily store operations, increasing branch sales by 12% YoY through improved floor strategy
- Trained and mentored a team of 8 staff, improving customer service ratings
- Reduced shrinkage through improved audit processes and stock handling procedures

### Sales Assistant | Jaycar Electronics | Jul 2010 - Aug 2016

- Delivered customer service and product recommendations that regularly met daily sales targets
- Maintained POS accuracy and stock levels to support store performance
- Supported storewide promotions and trained new team members on core systems

## REFERENCES

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- Matthew Austin - Branch Manager, Jaycar Electronics | 021 035 2092
- Ryan Kennard - Support Specialist, NZTA | 022 130 1996