

# GEORGE JOHNSON

Senior Sales Manager | Strategic Growth | Leadership

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## SUMMARY

With over a decade of experience in telecommunications sales, I bring a track record of exceptional revenue growth and team leadership. My expertise in strategy development, market analysis, and CRM has consistently translated into surpassing sales goals and driving business success.

## EXPERIENCE

### Senior Business Development Manager

Vodafone UK

05/2018 - 01/2024 Manchester

- Orchestrated a strategic overhaul in sales approach, leading to a 75% increase in qualified lead generation.
- Implemented a custom CRM solution tailored to telecommunications resulting in enhanced sales team efficiency by 30%.
- Negotiated and secured multimillion-pound contracts with key enterprise customers which contributed to 40% growth in annual revenue.
- Led cross-functional teams in the execution of pioneering projects in business communications, cementing the company's position in the market.
- Drove the adoption of new sales tech stacks, empowering the team's capability to exceed their sales targets by an average of 25% per quarter.
- Mentored a sales force of 50+ members, fostering a culture of continuous professional development and surpassing personal development targets by 95%.

### Regional Sales Manager

BT Group plc

01/2014 - 04/2018 Liverpool

- Expanded the customer base in the North West region by 60% through targeted business development initiatives.
- Successfully launched a digital sales campaign that contributed to a 35% increase in online customer engagement.
- Championed a customer service excellence program, improving customer satisfaction scores by 20% year-on-year.
- Managed a portfolio of high-profile accounts, consistently achieving and exceeding sales targets by at least 15% each financial quarter.
- Drove the regional team to achieve the top national sales performance award two years consecutively.

### Area Sales Manager

O2 UK

08/2010 - 12/2013 Liverpool

- Spearheaded the development and implementation of a regional sales strategy that resulted in a 50% increase in market share.
- Negotiated key partnerships which broadened service offerings and enhanced customer retention by 25%.
- Exceeded annual sales goals by 150%, receiving the 'Top Area Sales Manager' recognition.
- Led transformative training for the sales team, increasing productivity by 20%.

## EDUCATION

### MSc Business with Marketing

University of Liverpool Management School

01/2006 - 01/2007 Liverpool

### BSc Telecommunications

Manchester Metropolitan University

01/2002 - 01/2005 Manchester

## KEY ACHIEVEMENTS



### 75% Increase in Qualified Leads

Revitalized sales processes and approaches that led to a significant spike in lead generation.



### 30% Enhanced Sales Efficiency

Implemented a custom telecommunications CRM system, markedly boosting team productivity.



### 40% Growth in Annual Revenue

Secured large enterprise contracts which substantially grew annual company revenue.



### Top National Sales Award

Directed the regional team to outstanding sales performance, winning a national award twice.

## SKILLS

Salesforce

CRM Systems

Strategic Sales Planning

Leadership

Business Development

Contract Negotiation

## COURSES

### Advanced Salesforce Administrator

Achieved certification for advanced Salesforce administrative skills from Salesforce University.

### Strategic Leadership & Management

Completed a specialized course focused on leadership in high-growth environments from the Institute of Leadership & Management.

# LANGUAGES

English  
Native



French  
Intermediate

