**Michael Barksdale**

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**(347) 496-9644**

**Work Experience**

**B2B Sales Representative**

**Staples Business Advantage**

**2017 to Present**

Develop sales strategies to attract new clients

● Source new sales opportunities and close sales to achieve goals

● Maintain and update current and prospective customers information

● Experience in POS systems, CRM, Sales management systems. Logging customer interactions,

● Identified prospective customers. Created sales contacts on and off premises using cold call methods, social media, and following leads of existing clients.

● Negotiated pricing, terms of services, and agreements. Quoting orders, bids, and managed inventories products.

● Experienced in implementation, identifying customers needs and creating solutions.

**Account Executive**

**Shoplet**

**2016 to 2017**

Contact and prospect business accounts using warm leads generated by existing customer from our website and various marketing partners

●Effectively connect businesses with Shoplet Select, our B2B platform which streamlines business supplies

●Develop relationships and convert individual transactional customers into consistent cyclical accounts

●Proactively develop opportunities for our customers to use Shoplet as their true one-stop shop for business

●Assist client accounts to lower their overall transaction cost of purchasing business products by utilizing our e- procurement tools

**Business Development Center Team Leader**

**Honda Of Tenafly 2015 to 2016**

Developed and implemented marketing strategies to capture new clients

●Increased market share by creating aggressive sales campaigns

●Responsible for increasing sales territories by constantly adding clients through internet leads and phone

opportunities

●Made 150 outbound calls per day to prospective clients

●Booked an average of 75 sales appointments and 200 service appointments per month

●Oversaw a team of 6 BDC reps monitoring all of the correspondence and communication with prospective clients

**District Sales Manager**

**SLEEPY'S 2013 to 2015**

Analyzed district sales results and trends to achieve sales increases and maximize sales

●Maintained a good inventory mix and merchandise presentation to maximize sales results in each store

●Recruited, trained and built associates Controlling payroll hours, cash control, conduct store audits and monitor inventory shrinkage

●Responsible for all aspects of inventory shrinkage throughout the district

* Trained and developed hourly and management associates within assigned district

**Call Center Vendor/Team Lead**

**ATLANTIC COAST MEDIA GROUP, LLC**

**Jersey City, NJ 2009 to 2013**

Acted as a liaison between corporate office, clients, and outsourced managers, supervisors audits and monitor inventory shrinkage

●Administered performance management by diagnosing improvement opportunities, providing effective feedback, coaching, training, professional development and corrective action plans

●Reviewed call center statistics to measure staff performance and the need for improvement

●Coordinate the interviewing, hiring and training of over one hundred customer service sales reps

# Education

**B.A.Marketing**

**Virginia State University**

**Petersburg, VA 1989**