Jennifer Wood   
  
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**PERSONAL STATEMENT**

A hard-working, knowledgeable and target-oriented with an extensive successful sales record. Builds and maintains a loyal client base through strong relationship-building skills, and excels at devising strategies for increased sales. Skilled in bringing out the best in staff; able to manage effectively and recruit talent. Strong organisational and time management ability; skilled in planning, scheduling and meeting deadlines. Driven to succeed; a valuable addition to a forward-thinking company with strong opportunities for progression.

**KEY ACHIEVEMENTS**

* **Company:** Achieved area sales of £2.2m in one year
* **Company:** Drove [item] sales up from 400 to 1000 a week
* **Company:** Won the Rising Star Award (date)
* **Company:** Achieved #1 adviser in eight out of 12 months, and was ranked in the in top four every month
* **Company:** Achieved record-breaking sales of £36k. Consistently brought in half of the overall monthly sales target
* **Company:** Won Top Seller Prize for two consecutive months, securing 155% and 203% of monthly targets

**EMPLOYMENT HISTORY**

12/2014 – Present

**Sales Manager, Company**

* Identifies and generates leads through networking, cold-calling and marketing, converting into key accounts
* Emphasises product features based on customers' needs and up-sell/cross-sell IT products/services
* Manages the sales cycle from inception to execution
* Manages high-profile corporate accounts
* Full ownership of P&L to achieve revenue growth and gross profit stream
* Coordinates and leads service review meetings to ensure customer satisfaction and SLAs are being met
* Conducts bid analysis and deal execution, ensuring to buy, sell and renegotiate/renew contracts at best prices
* Writes formal responses to RFQ/RFPs
* Uses CRM and ERP systems to record data
* Key role in developing the team: conducting appraisals, one-to-ones, training and mentoring

10/2013 – 12/2014

**Marketing Sales Executive/Account Manager, Company**

* Built sales roadmap in line with sales targets across the portfolio of B2B brands
* Identified and reviewed clients’ marketing requirements in order to create tailored solutions
* Constructed and presented presentations/proposals to clients based on their marketing objectives
* Provided excellent agency servicing consisting of regular meetings, monthly presentations, agreed response times on RFPs and in-depth post-campaign reporting
* Expanded client base by setting up meetings and telephoning marketing decision-makers and agencies
* Achieved monthly/quarterly revenue targets
* Provided accurate revenue forecasts to Sales Manager on a weekly basis
* Generated and targeted leads in specialist market/industries
* Used and monitored Salesforce, accurately inputting data and ensuring applications were up to date executing stock and warehouse check processes, management reporting to Credit Committees and MT Commodities

06/2012 – 10/2013

**Sales Executive, Company**

* Sourced leads and cold-called to promote the products, and regularly called/visited both new and existing customers to discuss requirements, negotiate terms and maximise business opportunities
* Built and retained long-term friendships/relationships with customers
* Acted as key point of contact for the company, ensured a high standard of customer service by discussing technical problems or repairs required and recommending suitable products
* Responsible for negotiating contracts from year to year (i.e. price increases and stock agreements)

**EDUCATION**

10/2009 – 08/2012

**BA: Business Management**

University, City, Country

**Key Modules:**

Business Skills; Operations Management; Economics, Business and Sustainability; Financial Accounting; Marketing Principles; Organisational Behaviour and Analysis; Business Ethics; Business Decision-Making

10/2007 – 08/2009

**A Levels: Maths (C) Business Studies (A) Further Maths (B)**

School, City, Country

* IHG: Sales Approach and Coaching
* NVQ Level 3: Business Administration and Customer Care
* ALDP Level 1: Leadership Fundamentals, Crucial Conversations, Project Delivery, Strength Based Leadership, Presentation skills
* Focus of degree, eg this included modules in social media management and public speaking

**SOFTWARE**

Microsoft Office (PowerPoint, Word, Excel and Outlook), CRM and ERP systems

**PERSONAL INTERESTS**

Parasailing, mountain climbing, travelling and mountain biking

**REFERENCES ON REQUEST**