

Maurice Murphy

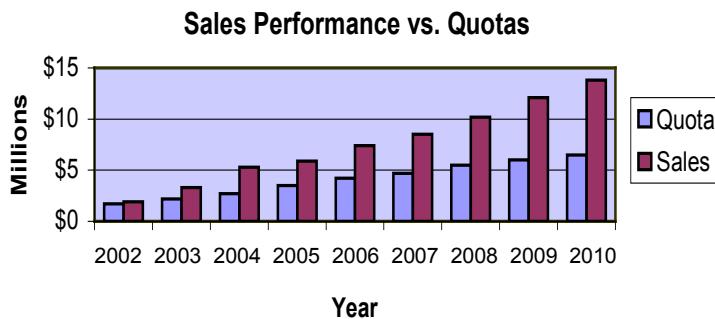
4695 Watson Drive Doylestown, PA 18901 resumepowersample@gmail.com (555) 555-5555

Regional Sales Manager

Specializing in multimillion-dollar profit growth for the technology industry

Top-performing software and hardware sales manager; currently the #1 regional sales manager for ABC Technology Company. Proven track record of exceeding annual sales targets by as much as 230% throughout sales career. Expert closer committed to a solution-based sales approach and a customer-centered focus, with the ability to coach best practices and motivate regional sales teams.

Record-setting performance winning multimillion-dollar business from Fortune 500 leaders, startup companies, and government installations. Demonstrated success adding lucrative value-added reseller (VAR) and original equipment manufacturing (OEM) business.



Business Skills

- Quality Pipeline Development
- B2B/B2G Sales
- Market Penetration
- RFPs
- VAR & OEM Business
- Tradeshow Strategy
- Solution-Sales Strategies
- Prospect Qualification
- Sales Process Planning
- Executive-Level Presentations
- Team Building & Leadership
- Global Account Growth
- Relationship Marketing
- Vendor & Customer Relationship Management

Professional Experience

ABC TECHNOLOGY COMPANY – Doylestown, PA

1998 to Present

Regional Sales Manager, 2001 to present

Wholly responsible for leading business-development initiatives in the Northeastern U.S. territory. Supervise and coach regional sales team of field reps and managers in 23 states, manage 45% of company's entire annual revenue, and build business partnerships with Fortune 500 clients to produce continuous quality pipeline.

Key Contributions:

- **Increased 2010 sales to \$13.8 million** in the PA region, and from zero to \$3.2 million in the NJ and NY markets. Personal sales have accounted for 30% to 40% of company's total revenue for the past five years.
- **Awarded company-wide Top Sales Representative** recognition for the past nine years. Surpassed personal sales quota by 212% in 2010, 202% in 2009, 185% in 2008, 181% in 2007, and 176% in 2006.
- **Forged business partnerships** with Fortune 500 companies and startups from diverse industries, including competitive contract wins with Shell Oil, Motorola, Lockheed Martin, Computer Science Corporation, Ingersoll-Rand, Boeing, Pennsylvania Tech Company, Southwestern Bell, Exxon, and Action Labs.
- **Closed multi-year OEM contract** with DEF Company securing inclusion of ABC Technology Company components in three generations of tech systems and capturing over \$4 million in revenue. Total revenue generated by this OEM contract currently exceeds \$10 million.

ABC TECHNOLOGY COMPANY (*continued*)

- **Set new company standards** for long-term business partnerships. Established relationship with LK Corporation as its core technology-solution provider. Current account valued at \$3 million.
- **Built relationships** with software vendors initially reluctant to certify non-Sun Microsystems products. Efforts resulted in an increase in referral business accounting for at least 50% of regional sales from industry leaders including Oracle, Cadence, Mentor, Landmark, and GeoQuest.
- **Secured nationwide service agreements** with on-site providers such as XYZ Co., Honeywell, and Compaq/DEC that allowed ABC Technology Company to offer customers service-venue choices – often the “deal-maker” facilitating closure of multimillion-dollar deals.

District Sales Manager, 2000 to 2001

Sales Executive, 1998 to 2000

Promoted to manage nine-state region; hired, trained, and supervised regional sales reps; and developed corporate sales strategies and marketing guidelines to ensure continued revenue growth.

Key Contributions:

- **Established business model** using district-sales offices, which empowered territory sales force while enhancing accountability. Implementation of new structure increased retention of sales reps (from an average tenure of three years to over six years) and revenue growth from 20% to approximately 35%.
- **Added Fortune 500 customers** to client base, including Cyrix, Texaco, and DSC/Alcatel.
- **Convinced CEO to launch national visibility campaign** featuring customer-satisfaction case studies and competitor comparisons. Resultant articles featured in SunExpert, Unix Review, Sun World, and other leading publications crucial to doubling revenue the following year.
- **Negotiated and closed company's first OEM contracts** with GE and Sprint despite company's junior marketplace position to its major competitor. OEM business contributed 15% to year-end revenue.
- **Closed company's first multimillion-dollar sale.** Presented systems solution to over 1,000 engineering group members of ABC Laboratory, convinced them to offer the contract as an open bid instead of a GSA, submitted and won bid, selected reseller, and partnered with HIJ Corp. to provide long-term serviceability.
- **Developed a company-wide sales strategy** that was the #1 closing tactic used by sales reps nationwide.
- **Exceeded quota by 169% in 1999** (\$5.9 million sales) **and 196% in 2000** (\$5.3 million sales). Awarded top sales representative (out of 500 nationwide) both years.

ACE LABORATORIES – Buckingham, PA

Field Sales Representative, 1994 to 1998

- **Produced first-year sales of \$2.8 million** – 230% above plan.
- **Grew sales to \$5.3 million in 1998** (180% over target) and became the #1 distribution sales rep.
- **Received Top Sales Producer of the Year award** in 1995.

Education

UNIVERSITY OF PENNSYLVANIA – Philadelphia, PA

Bachelor of Science in Economics, 1990

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