

DANA LEE

Sales Representative

✉ danalee@email.com

☎ (123) 456-7890

📍 Provo, UT

in [LinkedIn](#)

WORK EXPERIENCE

Sales Representative

Allied

📅 November 2017 - current

📍 Provo, UT

- Promoted the value of the customer loyalty program, leading to a 12% out-performance of sign-up targets
- Performed in the top 5% of sales representatives in 2019 and 2020 in the intermountain region
- Collaborated directly with potential clients, providing contract estimates and building trust that resulted in 5-year customer loyalty on average
- Ensured customers received quality customer service, reducing the likelihood of negative customer reviews by 80%
- Attended 4 networking events annually, building relations with 15+ commercial business customers

EDUCATION

High School Diploma

Provo High School

📅 August 2006 - May 2010

📍 Provo, UT

SKILLS

- Product knowledge
- Negotiation
- Interpersonal communication
- Attention to detail
- Customer relationships
- Cold-prospecting

Entry Level Sales Representative

Sparrow Electric

📅 April 2014 - November 2017

📍 Provo, UT

- Cold called 30+ potential customers per shift, providing pertinent information that resulted in a 20% sign-up rate
- Maintained up-to-date knowledge on 150+ Sparrow Electric products, promoting specific products to meet customer needs
- Collaborated with 20+ sales representatives, ensuring all team members felt equipped with information to succeed
- Attended job training events, including courses, symposiums, and workshops that improved job performance by 17%

Sales Associate

RMI Distributing

📅 January 2012 - April 2014

📍 Provo, UT

- Established trust in customer relations, leading to a 19% increase in customer retention
- Collaborated on marketing projects to improve brand awareness and increase inbound customer interest, resulting in \$500K revenue beyond targets
- Overhauled lead generation techniques, increasing the number of new customers by 8% per quarter
- Understood customer needs, leading to a 40% close rate