

Sample Functional Resume

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SUMMARY

District Sales Manager with track record of achieving results in business development, solution sales and technology. Significant experience in new product marketing: product launch and marketing strategy, strategic alliance building, project management and consultative selling. Skilled at relationship building, channel and OEM sales, contract negotiations, and closing sales. Consistent top performer with history of generating revenue, exceeding sales quotas and performance objectives, and delivering exceptional customer service. Excellent presentation, interpersonal, organizational and written communication skills.

ACCOMPLISHMENTS

Sales Awards/Results

- Recognized for exceeding sales goals at IBM and Lexmark with:
 - Lexmark's Winner's Circle for top 2% of U.S. sales professionals.
 - Sales Director Award: top-ranked sales performer in U.S. Healthcare division (two consecutive years), first back-to-back Sales Director Award winner in the North American sales organization.
 - Account Executive of the Year, three years; and of the Quarter, 14 quarters.
 - IBM 100% Club.
- Grew revenues in new healthcare territory to \$2.6 million in two years.
- Increased sales to Shell and Texaco from \$500,000 to \$2 million in 22 months.
- Improved IBM printer market share in territory from 9% to 20% in two years.

Technical Sales/Consulting

- Identified opportunity and delivered OEM product proposal to Micron for Lexmark to build printers; sold one million inkjet printers after negotiating contact.
- Sold printers, networking, electronic forms, consulting services, and bundled desktop publishing to healthcare, corporate, education and government customers.
- Convinced clinical and IT managers to purchase platform upgrades despite existing onsite competitor; managed rollout at Country Hospital District.

Sales Management

- Managed 11 sales, technical support, and administrative employees selling printing equipment and services to healthcare customers in 23 states in Eastern U.S.
- Achieved highest revenues of first-year sales manager; ranked in top 10% of sales managers in employee satisfaction ratings, 2000
- Directed team closing \$12 million national agreement with Columbia/HCA.

Project Manager

- Proposed print/document strategy with savings of \$20 million per year.
- Managed CRM project with customer satisfaction improvement from 67% to 89%.
- Delivered "Business Printer Advisor" CD-based consulting tool for U.S. sales force. Exceeded functional objectives while achieving ahead-of-schedule delivery.
- Developed sales/marketing campaign; awarded national quality award based on Six Sigma criteria.

Marketing and Business Development

- Developed, implemented, and tracked results of marketing and sales strategies for team; mentored 11 team members.
- Coached sales and technical support team to develop more innovative marketing and sales strategies increasing sales 20% per year per territory.
- Consulted with key departments to define technology and product development needs, customer acquisition, market positioning and partner activities.
- Selected to work on team developing marketing campaign and presentations to introduce total cost of printing concept to customers.

WORK HISTORY

CONSULTANT

2002-2003

ECG CORPORATION

2000-2001

Director, Business Development 2000-2001

Senior Programme Manager, 2000

LEXMARK INTERNATIONAL, INC.

1992-2000

Senior Consultant, Education and Government Sales, 2000

Special Assistant to Director, Healthcare Sales, 1999-2000

District Sales Manager, 1997-1999

Senior Programme Manager, Strategic Alliances, 1996

Senior Account Executive 1994-1996

Account Systems Engineer/National Account Executive, 1992-1993

INTERNATIONAL BUSINESS MACHINES CORPORATION

1978-1992

Account Systems Engineer, 1990-1992

Printing and Desktop Publishing Specialist, 1988-1990

Dealer Account Representative, National Distribution Division, 1987-1988

EDUCATION

Bachelor of Business Administration, Marketing, Magna cum Laude
University of Houston, Houston, Texas