STEVEN TEETERS

Cottage Grove, Minnesota | 612.965.7628 | [steventeeters9@gmail.com](mailto:steventeeters9@gmail.com)

Resourceful and results-oriented sales leader. Expertise in using a consultative sales approach with clients to appropriately recommend applicable solutions. Knowledgeable, adaptable and persistent with reliable follow-through and delivery. Relationship-driven with a superior ability to network, cultivate and maintain strong business relationships.

**SUMMARY OF QUALIFICATIONS**

|  |  |  |
| --- | --- | --- |
| * Sales Experience | * Customer Service Experience | * Goal Setting |
| * Sales Planning | * Experience Dealing with Vendors | * Conflict Resolution |
| * Marketing | * Budgeting Experience | * Finra Licensed |

**PROFESSIONAL EXPERIENCE**

**New York Life**, Minneapolis, MN

*Registered Representative*  September 2021 – November 2021

* Prospect new clients through personal relationships and professional networking.
* Collect information about potential client’s income, assets, investments, and debts.
* Advise potential clients as to the values of different financial products and investment opportunities.
* Collaborate with experienced Registered Representatives to develop best practices for building a business.

**Fidelity Investments**, Greenwood Village, CO

*Workplace Planning and Advice*  July 2020 – January 2021

* Prioritize client list based on size of portfolio in unoptimized 401K accounts.
* Integrate new products into the current inventory.
* Assist members with purchases and question while driving added sales.

**Edward Jones**, Greenwood Village, CO

*Financial Advisor Trainee*  May 2019 - May 2020

* Prospect new clients through face-to-face interactions and professional networking.
* Collect information about potential client’s income, assets, investments, and debts.
* Advise potential clients as to the values of different financial products and investment opportunities.
* Collaborate with experienced Financial Advisors to develop best practices for building a business.

**Costco**, Lone Tree, CO

*Merchandising*  September 2018 – May 2019

* Daily stocking and merchandising of product in the liquor and wine department.
* Use previous experience in liquor and wine product placement to utilize best utilize sales positions of products.
* Integrate new products into the current inventory.
* Assist members with purchases and question while driving added sales.

**Empire Distributors of Tennessee**, Nashville, TN

*Retail Wine Sales Representative* February 2017 – August 2018

* Executed sales plan and maintained accounts according to company standards.
* Prepared and maintained distribution tracking reports while planning volume goals and sales dollar objectives.
* Utilized business math to show the customer the benefits of programming to increase their profitability and to increase our business with those customers.
* Performed as sales leader in several brands, paramount to company goals and territory initiatives.
* Completed all monthly and quarterly supplier surveys and reports in a timely fashion.
* Continually maintained all industry specific training and product knowledge.
* Traveled through assigned territory to call on customers to solicit orders and present items for distribution.

**Wirtz Beverage of Minnesota**, Saint Paul, MN February 2011 – December 2015

*Sales Representative*

* Effectively planned on a daily, weekly, or monthly/quarterly basis, quota and distribution objectives.
* Presented Wirtz’s pricing structures to increase sales in accounts that were previously not buying from Wirtz Beverage.
* Partnered with supplier representatives and managers in the field to increase sales.
* Increased sales in territory on company priority brands by double digit numbers.
* Resolved discrepancies with customers’ invoices involving pricing issues and product that was not delivered to the customers’ satisfaction.
* Acted as the primary contact to resolve and collect account receivables.
* Used business math to show the customer the benefits of programming to increase their profitability and to increase our business with those customers.
* Gained overall revenue increase in territory of 38%.
* Acted as primary contact for assigned customers in multiple commodities.
* Contacted suppliers to negotiate customer specific programming to address customers’ needs.

**City of Apple Valley**, Apple Valley, MN

*Assistant Manager Liquor Operations* October 2000 – February 2011

* Implemented policies and procedures for new store and staff that were tailored to the new store while still following city protocols and policies of existing stores.
* Effectively handled customer complaints while following all laws and policies.
* Acted as primary consultant for point-of-sale software and hardware.
* Actively worked with the Director of Operations on both day-to-day store policies and issues, and store pricing.
* Maintained profitability of the beer category for all stores while keeping within budgeted percentages of growth and profit for the city.
* Supervised, directed, and trained new and existing part-time staff.
* Purchased products for store by following market trends and attending industry events to stay abreast of new products.
* Oversaw all aspects of the beer department, including pricing, selection and purchasing.

## EDUCATION

**Saint Mary’s University of Minnesota**

Minneapolis, Minnesota

Bachelor of Science, Business

2008

**PROFESSIONAL LICENSES**

FINRA Series 7

FINRA Series 66

**CERTIFICATES**

**University of Minnesota**

FINTECH -Expected completion June 2022