

JOHN DOE

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RECORD-SETTING SALES MANAGER OF TECHNICAL DEVICES AND MACHINERY

Specialty technical products [sales](#) expert who crafts personalized and aggressive sales strategies to routinely exceed corporate quotas. Passionate about developing long-term customer relationships that advance organizational value. Superior product knowledge and technical expertise converts prospects to reliable customers who recognize they are receiving the highest level of individual attention, product support, and process management guidance.

Core Knowledge and Skills:

- High-Impact Sales Presentation
- Competitive Product Positioning
- Strategic Meeting Planning
- Key Account Development
- Customer Retention
- Needs Assessment
- Sustainable Profit Growth
- Sales Training
- Solutions Selling

PROFESSIONAL EXPERIENCE

Ring Power Corporation, Orlando, FL

| 2007 – present

[Sales](#) Coordinator

Manages rental, sales, and servicing of complicated, technical, and high dollar-value machinery. Creates positive relationships with new revenue-generating accounts. Builds relationships with key decision-makers to maintain longstanding relationships with return buyers. Specializes in differentiating commodity-like product in competitive equipment market. Develops and implements creative selling strategies, including current and thorough technological understanding of products.

- Consistently sells equipment at a premium to other distributors' prices due to exceptional relationship building strategies.
- Cues marketing techniques to construction sales cycle, even in industry-saturated location.
- **#1 rental revenue generator**
in Orlando/ Central Florida territory.
- Branch location produces **revenue 60% over goal**
because of marketing techniques involving structured customer cultivation and retention program, personal attention, product expertise, and marketing incentives.

T-Mobile, Orlando, FL

| 2005 – 2007

Store Manager

Managed service and product distributorship to exceptional profitability by designing customer-focused promotions and sales techniques. Directed inventory control, sales forecasting, personnel management, and cost containment for two store locations.

- **Increased sales 33% within 60 days of hire**
through compelling sales and marketing packages.
- Built customer retention and store value through outstanding technical support and competitive technical knowledge of high-end devices.
- Hired, supervised, and performance reviewed 4 employees at each location.
- Developed key promotional techniques that convert prospects to customers.

Ramada Inn, Tulsa, OK

| 2004 – 2005

General Manager

Managed team that turned around a foreclosed hotel to high utilization and profitability. Improved hotel and conference room inventory sales by building customer-focused individual and corporate packages. Provided consistent team direction to more than 40 staff members to ensure customer satisfaction. Implemented Ramada Standards, a corporate program to ensure high-quality hospitality.

- Hotel value increased to \$1.2 million, due to exceptional annual **sales increase from \$600,000 to \$900,000** in first year of management.
- **Greater than \$90,000 in sales**
resulting from [sales](#) packages customized for corporate customers.
- Improved every aspect of hospitality, including special events, cocktail hours, and room quality, resulting in Ramada Corporation increasing hotel rating from “D” to “B” within the first year.
- Managed financial reporting to hotel partnership.

PROFESSIONAL DEVELOPMENT

University of North Florida,
1993

Bachelor of Arts Degree, Management (Major), Marketing (Minor); Graduated Cum Laude

Six Sigma Total Quality Management Training

SOFTWARE EXPERTISE

Peachtree Accounting Software

QuickBooks

Database Systems Software (billing and sales software package)

Dreamweaver

Lotus Notes

LANGUAGES

Fluent in Hindi