

Email: contact@email.com
Phone: 604 123 4567

123 Anywhere Street
Vancouver, BC V7A 1H5

HIGHLY ACCOMPLISHED SALES MANAGER

Multiple award winning, industry renowned sales manager and business strategist with 12 years experience in full cycle business to business sales with proven ability in identifying and securing high value industry accounts. Exceptional communicator with long standing ability to deliver powerful impact presentations, build high performing teams and negotiate complex multi-million dollar deals.

Career Highlights:

- ▶ Identified and developed 6 multi-million dollar clients over a 2 year period.
- ▶ Exceeded all annual corporate sales targets by at least 30% and as much as 75%.
- ▶ Awarded industry-wide ‘National Sales Rep of the Year’ 6 years running.
- ▶ Maintained client retention rate of 85% compared to industry average of 48%.

EXPERIENCE

XYZ Communications, Vancouver, BC **January 2003 to Present**
Rapidly growing mid-tier marketing and communications firm with 52 employees nationwide and annual revenue of \$45m.

Sales Manager

Responsible for new business development, sales and marketing with specific focus on penetrating new markets across Ontario and Quebec. Developed client presentations and proposals, negotiated multi-million dollar deals and provided excellent customer service.

<p>SALES SUCCESS</p> <p>Penetrated eastern markets generating additional \$7m revenue.</p>

- ▶ Earned #1 ranking nationwide in industry magazine ‘Sales Rep of the Year 2004’ with total sales of \$9m.
- ▶ Established and nurtured high performing sales team producing a combined annual revenue of \$23m.
- ▶ Secured several high profile clients including a national brewing firm, high-end clothing designer and abc music label.
- ▶ Performed in-depth market research, identifying competitor strengths, weaknesses and suitable market entry points.

<p>CLIENT CARE</p> <p>Retained 100% of new clients acquired in year 1.</p>

- ▶ Ranked #1 nationwide for client retention rates which are more than double the industry average.
- ▶ Authored the “Happy Client” service manual imparting my methods for client retention to all of our sales reps.
- ▶ Arranged for senior management of key accounts to take an all expenses paid 2 day vacation when they spend \$100k with us.
- ▶ Pioneered an innovative and lucrative client referral scheme.

