

# Sales Manager

Richard Holmes

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A results driven professional who has over five years sales experience with products that are considered technical and complex. Richard is able to aggressively drive sales growth and profits by developing a friendly, well trained sales team who are always highly visible to customers and responsive to their needs. He has a hands-on style of management, and one of his key strengths is the ability to generate business insights from diverse data sources. He is currently looking for a managerial position with an exciting and ambitious company.

## Sales Achievements

Insurance Company	2011 - Present	Sales Target: \$3 M	Sales Achieved: \$4.1 M
Web Design Company	2010 - 2011	Sales Target: \$1.5 M	Sales Achieved: \$2.2 M
Manufacturing Company	2009 - 2010	Sales Target: \$2 M	Sales Achieved: \$2.6 M
Manufacturing Company	2008 - 2009	Sales Target: \$1.2 M	Sales Achieved: \$2.1 M
Distribution Company	2007 - 2008	Sales Target: \$2.4 M	Sales Achieved: \$3.7 M

## Areas of Expertise

Brand Analysis	Monitoring Competitors	Account Performance	Identifying Opportunities
Brand Management	Waste Reduction	Advertising Promotions	Driving Profitability
Implementing Action Plans	Event Management	Negotiating	Campaign Optimisation

## Career History

**Sales Manager** – INSURANCE COMPANY Jul 2011- Present

Responsible for producing incremental revenue by building customer plans, developing marketing strategies and penetrating various levels of customer management.

### Duties:

- Responsible for selling, closing, servicing and expanding the current customer base within an assigned territory.
- Selecting sites for new development with a focus on multi-unit opportunities.
- Managing relationships with suppliers, vendors, sponsors, internal clients and community partners.
- Regularly travelling to regional company sites, meeting area managers and getting product feedback from them.
- Providing highly professional sales and marketing expertise and back up to sales representatives.
- Working closely with distributor field teams to help lead strategic field initiatives.
- Participating in district sales events as well as regional and national distributor trade shows.

**Sales Manager** - WEB DESIGN COMPANY Feb 2010 - Jul 2011

**Sales Executive** – MANUFACTURING COMPANY Aug 2009 - Feb 2011

**Team Leader** – DISTRIBUTION COMPANY May 2007- Aug 2009

## Key Skills & Competencies

- Ability to impact sales through coaching, counselling, and influencing others to accomplish desired outcomes.
- Researching, developing and executing new product launches.
- Identifying and selling against merchandising plans.
- Compiling and maintaining a customer database that documents appropriate customer information and contacts.
- Preparing itineraries, call reports and monthly business reports with sufficient detail and in a timely manner.

## Academic Qualifications

Birmingham North University	Business Development BA (Hons)	2005 - 2008
Birmingham South College	A Levels: Maths (B), English (A), Physic (C), Geography (A), Religious Education (B)	2003 - 2005

Chartered Management Institute certificate in supervisory management 2002

## References

Available on request.



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