

# Sales Manager

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## PERSONAL STATEMENT

An enthusiastic, ambitious and professional individual who has a proven track record of achieving results in highly competitive environments. A true sales professional who is driven to hunt for new business, and is mentally resilient enough to be able to push past rejection to achieve results. Deborah is a talented sales manager who can enhance the performance of any business by using her energy, drive and commitment to succeed to build outstanding relationships with customers and drive overall revenue growth. Her performance is results driven and as a quick learner she is fast at absorbing new ideas and adapting to changing scenarios. Right now she is now looking for a suitable managerial position with a company that is renowned for hiring exceptional people and for giving them unparalleled opportunities to build their careers and capabilities.

### Marketing



Marketing strategies  
Marketing campaigns  
Customer focused  
Sales orientated  
Brand awareness  
Presentation skills

### Negotiating



Strong closing skills  
Influencing skills  
Building relationships  
Account management  
Selling creatively  
Up-selling

### Dynamic



Entrepreneurial flair  
Increasing revenue growth  
High energy levels  
People management  
Business planning  
Writing reports

### Smart



Coming up with ideas  
Commercial judgement  
Analysing data  
Effective planning skills  
Innovative  
Business sense

## CAREER HISTORY

### Financial Services Company - Birmingham SALES MANAGER Apr 2009 – Present

Responsible for organising and leading a team and developing and delivering the company's Sales and Marketing strategy within a specific region. In charge of ensuring that existing and new customer relationships are strengthened to continue to grow, and that revenue and profit targets are achieved. Although office-based, also required to spend a considerable amount of time visiting sales teams in the field.

#### Duties

- Generating new business by leveraging existing relationships, prospecting, conducting market analysis and launching campaigns.
- Maximising sales performance through delivering an exceptional customer experience, people management and cost control.
- Developing and maintaining efficient & effective reporting systems for tracking prospects from initial enquiry through to close.
- Identifying and developing sustainable relationships with key accounts at both strategic and tactical level.
- Recruiting, training and developing new sales and marketing teams.
- Driving and managing the entire sales process – targeting to top prospects, identifying client solutions, negotiating and closing.
- Acting as a role model for junior staff by setting high standards through personal behaviour and actions.
- Ensuring staff comply with all company policies, processes and procedures, and addressing any shortfalls.

### Insurance Company - Coventry ASSISTANT SALES MANAGER Jan 2009 - Apr 2009

### Mortgage & Loan Company - Birmingham SALES REP Aug 2007 - Jan 2009

## KEY COMPETENCIES

- Able to manage complex sales processes and negotiations to a successful conclusion.
- Excellent verbal and written communication skills.
- Strong marketing orientation with the ability to develop strategies to edge out the competition.
- Constantly looking at way to improve performance, achieve set targets and build the company's brand.

## ACADEMIC QUALIFICATIONS

Birmingham North University: Sales & Marketing BA (Hons) - 2004 - 2007

City & Guilds: Marketing Diploma - 2004

Birmingham South College: A levels - Maths (B) English (A) Business Studies (B) - 2002 - 2004

**REFERENCES** Available on request



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