

Richard Holmes

Sales Manager

AREAS OF EXPERTISE

Ad Trafficking

Campaign Optimisation

Client Issues

Campaign Reporting

Project Management

Sales Management

Business Planning

Customer Service

Territory Sales

Identifying Business Opportunities

Bid management

Creating Brand Awareness

Event Marketing

Contract negotiations

CAREER STATEMENT

"I feel that my greatest strengths are firstly my ability to manage complex advertising campaigns for large direct clients. Secondly my skill at improving efficiencies of operations to maximise performance and thereby help to ensure that all sales targets are met. Thirdly my real passion for Sales Management as a whole, an obsession which allows me to spot trends and develop best practise processes".

Richard Holmes

PERSONAL SUMMARY

A personable, charismatic and efficient professional, who is able to bring an assortment of knowledge and skills to every area of a business. Richard has a track record of over achieving, and is someone who is deeply passionate about sales and marketing. He has the ability to understand big picture concepts and to dive into the detail needed to implement them. Possessing broad technical knowledge of the latest marketing methodologies, he is more than able to create customer focused win-win initiatives. Right now he is looking for a suitable position with a company where he will be surrounded by like-minded individuals who strive to break records and deliver excellence.

SALES ACHIEVEMENTS

Financial Services Company – Birmingham, UK

COUNTRY SALES MANAGER

Jan 2012 – Present

Sales Target: \$3 M - Sales Achieved: \$3.2 M

Insurance Sales Group – West Bromwich, UK

REGIONAL SALES MANAGER

Jan 2011 – Dec 2011

Sales Target: \$2.5 M - Sales Achieved: \$3.1 M

Hotels & Resorts Group – Coventry, UK

BUSINESS DEVELOPMENT MANAGER

Mar 2010 – Jan 2011

Sales Target: \$1.6 M - Sales Achieved: \$2.2 M

Distribution Company – London, UK

EUROPEAN SALES MANAGER

Jan 2007 – Dec 2009

Sales Target: \$3.5 M - Sales Achieved: \$5.1 M (2007)

Sales Target: \$4.2 M - Sales Achieved: \$5.9 M (2008)

Sales Target: \$6.5 M - Sales Achieved: \$8.3 M (2009)

Airlines Company – Bristol, U.K.

Sales Target: \$2.7 M - Sales Achieved: \$3.9 M

SALES MANAGER

Sep 2005 – Jan 2007

CAREER HISTORY (LAST TWO POSITIONS ONLY)

Financial Services Company – Birmingham

COUNTRY SALES MANAGER

Jan 2012 – Present

Responsible for monitoring and assisting in all major market-level plan tasks, projects and related activities. Also in charge of ensuring that all products and store environments are optimised to deliver the sales targets.

- Sales Target: \$3 M - Sales Achieved \$3,2 M.
- Developing action plans for growth in target markets.
- Setting revenue and customer retention goals.
- Providing information proactively to Senior Manager, such as weekly status reports and quarterly business reviews.
- Informing sales staff of all product issues, marketing objectives & programs.
- Organising company stands at regional trade shows and fairs.
- Maintain active distribution in all primary markets.
- Following up all sales leads quickly and efficiently.
- Creating sponsorship packages and seeking out partner sponsors.
- Maintaining on-going client communications via email, phone & in-person.
- Identifying bottlenecks in the sales process and initiating corrective action.
- Writing up detailed business performance reports.
- Developing sustainable business pipelines that result in new account acquisitions.

PERSONAL SKILLS

Analytical Mindset

Results Orientated

Entrepreneurial Spirit

Persuasive & Articulate

Relationship Development

Enthusiastic & outgoing

Self Motivated

Excellent Communicator

Problem Solving

Possessing a 'can do' attitude.

Good business sense.

Influencing Skills.

PROFESSIONAL

Advanced First Aid

*Chief Executive of a
Environmental Charity
(voluntary position)*

*Fluent in English, French,
German*

PERSONAL DETAILS

*Richard Holmes
Dayjob Ltd
The Big Peg
Birmingham
B18 6NF
T: 0044 121 638 0026
M: 0870 061 0121
E: info@dayjob.com*

Nationality: British

Insurance Sales Group – West Bromwich

REGIONAL SALES MANAGER Jan 2011 – Dec 2011

Was responsible for providing day-to-day campaign oversight and management, and for implementing all promotional techniques. Also played a part in coaching and motivating the team to deliver the best in customer service.

- Sales Target: \$2.5 M - Sales Achieved: \$3.1 M
- Drove superior performance at scale across display, video, mobile and social advertising campaigns.
- Provided daily sales support to marketing executives and field staff.
- Managed expense levels at or below given budget.
- Evaluated distributor and vendor performance.
- Contacted local businesses over the phone to book own appointments.

KEY COMPETENCIES AND SKILLS

Business Development

- Ability to target companies and passive candidates by leveraging all available online and offline resources.
- Proficient in working with Customer Tracking Systems.
- Building deep and lasting relationships with customers.
- Excellent strategic sales techniques.
- Able to build and energize talent through coaching and developing others.
- Knowledge of how to manage customers with the greatest of care.
- Identifying & manage resources required to maximize volume opportunities.
- Able to work extremely well under minimal supervision.
- Strong client relationship management and development aptitude.
- Ability to lead large, complex cross-functional sales initiatives.
- Exposure to and comfortable with the process of forecasting.
- Growing existing accounts.

Managerial

- Strong consulting skills including negotiation, persuasion, coaching, teaching, influencing, and listening.
- Having deep understanding of a customer's environments, workflows, and business processes.
- Computer literate and able to proficiently navigate all MS Office applications.
- Build business in new markets and areas.
- Highly organized, and able to prioritize and multitask.
- Ability to close business within short sales cycle.

Personal

- Always paying attention to quality and continuous improvement.
- Meticulous attention to detail.
- Having a productive and proactive work style.
- Clean and professional in appearance.
- Can independently manage complex technical sales initiatives.

ACADEMIC QUALIFICATIONS

Central Coventry University, West Midlands 2002 - 2005
BA (Hons) – Sales & Marketing

North Birmingham College, West Midlands 2001 - 2002
Diploma in Hotel Management

NEBOSH Health and safety general certificate
Chartered Management Institute certificate in supervisory management
European computer driving licence (ECDL)

REFERENCES – Available on request.



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