

SKILLS SUMMARY

Customer-focused sales professional with 10+ years of experience in exceeding sales targets, spearheading new sales processes, and driving sustainable revenue growth within fast-paced environments. Influential leader, adept in delegating, training, and coaching cross-functional and performance-driven teams. Demonstrated track record in cultivating valuable business partnerships with proven success in implementing effective customer retention strategies.

AREAS OF EXPERTISE

- Team management
- Training and development
- Sales forecasting
- Strategic planning
- Market research
- Trend analysis and reporting
- Performance reviews
- Stakeholder relations

EDUCATION

BA (Honours) in Business and Management
Leeds Beckett University, 2010

PROFESSIONAL TRAINING

Managing the Sales Team
Chartered Institute of Marketing, 2016

WORK EXPERIENCE

SALES MANAGER 2015 - Present

BMS PERFORMANCE

Leeds, West Yorkshire

Lead sales team of 15 by providing guidance, training, and mentorship to achieve growth and sales targets. Leverage demonstrated ability to communicate, present, and influence strategic business decisions with data-driven sales reports. Oversee new member training, set targets, assign sales territories, and proactively identify emerging markets.

- Designed and implemented a strategic business plan that grew the company's customer base and ensured a strong presence.
- Triggered increase in revenue, customer satisfaction, and employee retention by establishing and implementing a new sales training program.
- Initiated two key partnerships which resulted in 54% revenue growth.

SALES EXECUTIVE 2012 - 2015

ZENITH

Leeds, West Yorkshire

Promoted new products and services to reach sales quotes while maintaining relationships with existing clients. Met with clients, negotiated deals, created tailored contracts, and identified upselling and cross-selling opportunities. Attended training seminars or workshops to boost technical and professional skills.

- Consistently achieved or exceeded sales KPIs since 2012.
- Improved customer service rating by 20% through proactive follow-up and exceptional customer service skills.

SALES ASSISTANT 2010 - 2012

BEEHIVE

Leeds, West Yorkshire

Processed sales, exchanges, and refunds daily, ensuring high levels of customer satisfaction through excellent sales service. Collaborated with team members to resolve customer queries timely and professionally while upholding product and promotion knowledge.

- Received "Above & Beyond Award" for revamping sales training procedure which brought about increased efficiency in imparting training to new hires.
- Saved approximately £50K a year in losses by identifying and reporting a range of fake items delivered by a new supplier.