

ERIC EXECUTIVE
SENIOR SALES EXECUTIVE
Consultative Sales * Business Development * Key Account Management

Consummate sales professional with ability to sell at virtually all levels and environments from board room to one-on-one. Expert in defining customer needs, providing solutions, and exceeding expectations. Dedicated to regular follow-up and personal contact to keep customer relationships alive. Driven to outperform every established goal.

Creative dealmaker and expert negotiator. Fully versed in business finance to align sales/marketing strategies with business objectives and analyze performance in the context of overall business success.

- Closed 50 big-ticket sales (\$250K+) annually for more than 15 years in a row.
- Built customer base from zero to 5000+, including high-profile politicians, celebrities, and business leaders.
- Regularly beat out competitors through value, relationship-building, out-of-the-box sales strategies, and unrelenting competitive drive.

Sales Director / Managing Partner, Large Town Powerboats, 1986 -- Present

Built the world's longest-established, most successful dealer of ABC Powerboats from first sale to \$15MM annual revenue. Personally responsible for 90% of all sales as well as business strategy and all operations of thriving business.

- #1 in Customer Satisfaction, 2001 * #1 in Sales Worldwide, 2003

BUSINESS DEVELOPMENT

- Initiated contact with ABC owner and persuaded him to grant a dealership to an untried college student with virtually no industry experience. Sold first \$250K product in 2 days and 4 more in first year.
- Gradually expanded business to include 6-12 administrative and technician staff. Retained primary sales role and generated more than \$10MM annual sales every year since 1994.

SALES / CUSTOMER RELATIONSHIP MANAGEMENT

- A Top 3 ABC dealer every year since '88, consistently topping the charts as dealers doubled from 27 to 55.
- Achieved extraordinary customer loyalty: More than 60% of business is repeat and referral, and Customer Satisfaction Index scores are consistently high.
- Created systematic process for client interactions, deal flow, and follow-up.
- Maintain 90% closing ratio for financially qualified customers.
- Stay in contact with ever-expanding client base (5000+) through regular phone calls and print marketing.

MARKETING / PRODUCT AWARENESS

- Drove active trade-show strategy, managing all facets of booth design and sales presentations at 6-8 trade shows annually that generate 30% of new business.
- Directed national print advertising campaign, formal and informal promotions, and web presence.
- Earned favorable publicity including cover story in Motorboat Magazine, May 2001.

FINANCE & OPERATIONS

- Established annual revenue and profit goals and managed company financials as well as sales and operations.
 - Developed strong banking relationships and helped negotiate creative financing deals for customer purchases.
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Education

City College, 1984-1988: Completed 90% of B.S. in Marine Biology. Began selling ABC boats from my dorm room; left school when annual sales reached \$1MM and business required full-time effort.

Community

Board of Directors, United Way of Large Town, 2000-Present

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