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# NAME SURNAME

Address | Phone | E-mail

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## SALES MANAGER:

### Essential

1. A proven track record for growing sales and profitability enhancement
2. Team working and relationship building both internally and externally
3. Ability to build programs, business plans, and analyze the effectiveness
4. Ability to collaborate cross-functionally and influence strategic partners
5. Strong leadership skills, ability to recognize talent and mentor team for advancement
6. A high level of professionalism, honesty, integrity and work ethic
7. Self-motivated with strong organizational, management and communication skills

### Desirable

1. Experience selling, negotiating, and reports writing
2. Must have positive attitude and be able to motivate staff in a positive manner

## Responses to Selection Criteria

### ESSENTIAL

#### ***1. A proven track record for growing sales and profitability enhancement***

Working as a Sales Manager I performed the acquisition, retention, and reactivation of clients through effective sales actions both proactive and reactive. I proficiently prepared and presented effective proposals, utilizing appropriate systems, resources and closing on the right business to contribute to the overall success of the organization. I demonstrated a high level of competence while leading a multi-category team to successfully plan and execute the strategic initiatives across product lines to significantly grow sales and margin. As a result, our company executed the plan and exceeded the store's annual sales goal. In the competitive market, I am sure that I can exceed revenue expectations and profit goals. Moreover, I solicit, and negotiate new and repeat business, by using various marketing tools, reinforcing sales techniques, thus ensure excellent customer service, achieve thorough sales, and meet annual sales goal. I addition, I utilize all sales channels in a continually changing environment and implement all company-wide marketing initiatives to achieve volume and profitability objectives.

#### ***2. Team working and relationship building both internally and externally***

A productive collaboration with the buying and planning teams for each department as well as teams accounts helped me review seasonal sales and receipt plans, and profitability that resulted in a successful business maintenance. I also effectively partnered with internal departments, namely wholesale, production, retail, and PR and succeeded to establish strong working relationships and effective communication with all of them. Furthermore, I managed to train and develop a strong team of Sales Advisors and Assistant Sales Managers who delivered on company goals and reflected its values. Due to my superior interpersonal skills, I can easily coordinate with management and with other sales areas to ensure consistency in promotional activities. I establish effective reporting and communication with personnel to guarantee they are appropriately informed of expectations, policies, and programs, and keep General Manager informed of activities and progress toward established objectives. I effectively develop and enhance customer relationships by establishing, promoting, and maintaining excellent customer service with sales operations.

#### ***3. Ability to build programs, business plans, and analyze the effectiveness***

During my tenure, I efficiently developed and executed sales plans and goals designed to increase sales and profits. I provided analysis which included listening to greeting and closing techniques, and performed training when necessary. I created additional business plans that outlined the activities each week and ensured follow-up on action plan. In addition, I drove the sales execution team through product expertise including showroom presentations, trade shows and program development. It helped to create and implement strategies for own account and teams' accounts to maximize sales growth and reduce inventory liability. Through effective workflow analysis I maintained a primary focus on the support and development of the department leads and ensured that each member of the sales team understood their individual role as it related to all components of the sales SOP.

#### ***4. Ability to collaborate cross functionally and influence strategic partners***

Working as a Sales Manager, I collaborated cross functionally to launch innovative products, generate cost saving, develop and grow private brands product offering. I successfully developed a go-to-market strategy through ecommerce merchandising and promotions as well as print media. I have a proven ability to build trusting relationships with key partners, and generate revenue by creating excitement over goal attainment, and being in relationship with potential, new and existing members. Through guidance and strategic planning for the dealership with respect to sales goals, I identified referral source prospects for dealership, created a strategy to develop relationships with prospects, monitored and maintained positive referral source relationships.

#### ***5. Strong leadership skills, ability to recognize talent and mentor team for advancement***

As a top-performing Sales Manager, I was responsible for the growth and development of sales talent within the store. I analyzed sales skills of a talent and developed plans to focus on weak areas, continually reviewed performance to determine progress. I demonstrated a high degree of originality and creativity while participating and leading event and sales meetings and helped mentor others. More than that, I mentored sales talented managers and developed a training plan for each new salesperson. The participated leadership to sales team was provided by me through effective objective setting, delegation, and communication.

#### ***6. A high level of professionalism, honesty, integrity and work ethic***

As a highly-qualified specialist, I provided the effective sales personnel management, applying a strong knowledge of the market, and an in-depth understanding of all sales departments' financial data as well as strong customer relation skills. Due to my technical proficiency, I can skillfully operate the company computer system including documents preparation, data entering into a computer system, reports reading from a computer database or e-mail system. I complete all required reports and related documents promptly and accurately. Besides, I possess deep understanding of sales and merchandising standards, policies and procedures, and competitive position, and got a proven track record of sales management success consistently meeting or exceeding sales goals in a high-growth environment. I proved myself as a top-level professional with demonstrated experience championing innovations and improvements, primarily driven by the understanding of marketplace conditions and opportunities.

#### ***7. Self-motivated with strong organizational, management and communication skills***

As a self-motivated individual with excellent communication and organization skills, I've got extensive expertise in assisting the General Manager with hiring, training, scheduling and managing sales staff. I am also competent in managing wholesale major department store accounts through a combination of financial analysis, product knowledge and communication with buying and planning teams. I am a confident and outgoing personality, with great communication skills, and the ability to deliver high-quality customer service. Owing to my superior organization skills, and ability to multi-task, I can manage time to meet frequently changing deadlines in a fast-paced environment. Moreover, I achieved optimal levels of personal performance and accomplishment by updating job knowledge, participating in educational opportunities, reading professional publications, and completing OEM Training Modules.

DESIRABLE

#### ***1. Experience selling, negotiating, and reports writing***

Working as a Sales Manager at Footwear Company, I presented the collection, helped build assortments that best represented the brand and the customer. I can proficiently represent a company in the local community and be seen as a resource when the local community needs to plan an event. During my tenure, I developed the ability to prepare memos, reports, and essays and provide upper management information by completing reports. I am skilled in business development by maintaining rapport with previous customers, suggesting trade-ins, meeting prospects at community activities, responding to inquiries, and setting firm appointments.

#### ***2. Must have positive attitude and be able to motivate staff in a positive manner***

I improved the effectiveness of communications and interactions with a team by continually motivating sales staff and monitoring their production levels against goal by using the established protocols and sales systems. I succeeded in coaching the employees to meet daily goals and overall improvement of the store performance. I managed to create a friendly work environment and made the office look as friendly and appealing as possible. More than that I created a tradition to give simple incentives when rewarding engaged employees. When they have an idea of what is provided or what the incentives are, they become further motivated. This will lead to increased commitment towards their employer. I always encouraged employees to participate in competitions or challenges as it may actually lead to increased camaraderie. From time to time I organized a training the staff required to advance in their careers and become knowledgeable about the latest technologies and industry news.