

## SALES MANAGEMENT PROFESSIONAL

- **Sales Management Professional with 35+ years' experience.**
- **Proven record of successfully developing market position** of sales territory franchises for a Fortune 500 company by building strong business relationships.
- **Demonstrated ability to use technical product knowledge** and sales skills to sell **pre-packaged products** and services to franchise store management.
- **Extensive experience in managing accounts, events and trade shows**, making **presentations, forecasting, building product shelf displays** and truck displays, performing **product rotation, demos, and store audits**, and developing store merchandising programs.
- Experience motivating sales professionals to optimal performance by coaching and metrics.
- **Acknowledged for exceptional work ethic**, proven problem-solving skills, and going the extra mile to exceed client and corporate objectives.

### ACCOMPLISHMENTS

- **Successfully managed 70+ franchises**, surpassing \$27 million in annual sales.
- Team of franchises **awarded** "FPT of the Year in the Southwestern United States."
- Developed and executed incentive-based sales programs for 9 account managers.
- Created and delivered high-caliber **presentations that influenced decision-maker purchases.**
- **Consistently attained 150% of stated sales goals.**
- Successfully owned and developed computer software business servicing the agriculture and education industries, **training and managing over 80 school districts** and their personnel.

### CORE COMPETENCIES

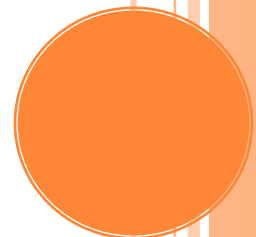
- Sales Management
- Territory Account Management
- Marketing Strategy/Forecasting
- Strategic Planning
- Presentations/Training
- Fresh Produce Shipping
- Power Tools/Hand Tools
- Trade Shows/Events
- Store Displays/Truck Displays
- Pre-packaged Products
- Merchandising Programs
- In-store Audits
- Business Plans/Analytics
- Educational Assessment SW

### SOFTWARE

- MS Word, MS Excel, PowerPoint, MS Access, FileMaker Pro, SalesPro, SQL

### EDUCATION

- Small Business Management Certified, 2013
- Group Benefits Sales Certified, 2013
- Sales Training Programs, Knight-Ridder, 2006
- Zenger-Miller Leadership, 2000
- BA, Communication, North Park College, Chicago, IL, 1978



## PROFESSIONAL EXPERIENCE

### SNAP-ON, Central and Coastal CA • October 2011 – Present

#### Field Support Specialist, Field Performance Team

- **Support operations and goals for 70 franchises** and Field Performance Team (FPT).
- Conduct franchise inventory and marketing of **pre-packaged product display shelves** and truck displays, including **product rotation**. Conduct route **surveys** and address inventory problems.
- Sell and provide services in open routes with regular **travel** throughout Central and Coastal California.
- Assist in coordination, set-up, and production of 'Kick-Off Tool' annual **trade show events**.
- Knowledge of franchise operations, including accounting, inventory management, order processes, customer service, warranty program, credit policies, survey processes, and franchise contracts.

### PACIFIC INDUSTRIAL BLADE, Salinas, CA • August 2010 – December 2010

#### Sales Manager/Account Manager

- Developed business plan and sales strategy. Prepared plans for developing sales leads, prospects, and new markets. Maintained Account Executive records for pricing, sales, and sales activities.
- Created and conducted proposal presentations and RFP responses.

### MONTEREY COUNTY HERALD, Monterey, CA • December 2005 – July 2010

#### Account Executive/Outside Sales

- Managed and directed Small Business Development Seminars and Chamber of Commerce local **business tradeshow**s.
- Conducted cold calling, prospecting, and needs assessment for potential customers.
- Used NAA (Newspaper Association of America) **business-specific statistical data and metrics**.
- Developed advertising campaigns and showed customers how to grow their business through creative multi-media advertising.

### MICHAELS COMPUTER SERVICES, Monterey, CA • July 1998 – December 2005

#### Owner/Account Sales Manager/Customer Service/Marketing

- Developed marketing plans, made cold calls, and maintained contact with a wide variety of personnel within school districts from school secretaries to superintendents.
- Coordinated, set-up, and produced high-visibility **educational trade shows**.
- Designed and ran school district educational assessment software training for all-levels of personnel in **over 80 school districts with 30k students**.
- Used California Education Research data to identify school districts in need of assessment software.

