

JANE DOE

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NATIONAL ACCOUNT MANAGER WITH EXTENSIVE SALES EXPERIENCE

QUALIFICATIONS SUMMARY

Top producer with a consistent track record of prospecting and winning new business, up-selling/expanding existing contracts, and pioneering innovative programs for leading automotive suppliers and industrial distributors; recognized repeatedly for ability to boost sales through expertise in market penetration, unprecedented account access, and product/industry knowledge. Growth catalyst adept in creating unique promotions, approaches, and solutions that drive world-class results and deliver strong and sustainable market share gains for maximum ROI. Skilled presenter/negotiator/influencer with a history of establishing and maintaining a cooperative climate across multiple department/divisions and cultivating valuable alliances with a diverse group of cross-functional business partners.

CORE COMPETENCIES

- **Sales & Business Development**
- **E-commerce/E-business Sales**
- **Business & Territory Planning**
- **Account & Contract Renewals**
- **C-Suite/C-Level Negotiations**
- **Product Marketing/Promotion**
- **Forecasting & Trend Analysis**
- **Prospecting/Lead Qualification**
- **Pipeline Building/Maintenance**
- **Product Pitches/Presentations**
- **Strategic Leadership/Collaboration**
- **Relationship-Building/Management**
- **Cross-Functional Team Cooperation**
- **Sales Training/Coaching/Mentoring**
- **Sales Plan/Goal/Quota Attainment**

SPECIALTIES/AREAS OF EXPERTISE

▪ B2B ▪ B2C ▪ Distribution ▪ Original Equipment Manufacturer ▪ Tier I & II ▪ E-commerce

SALES EXPERIENCE

National Account Manager
ABC Company

Any Town, USA

November 2013 - Present

Develop and maintain relationships with new customers, in addition to servicing and managing existing accounts, to ensure long-term success for the leading supplier of industrial tools in the Midwest and one of the Top 100 distributors in the United States.

- Oversee the entire sales lifecycle for a diverse set of customers with a focus on national and distributor accounts; cultivate a sales pipeline, establish initial contact with clients, gather customer insights, provide in-depth consultations to identify needs/requirements, present customized quotes/proposals, and negotiate/secure new accounts.
- Create and implement effective territory plans, develop and employ sales strategies, and design and execute strategic marketing programs.
- Cultivate and nurture key contacts and business relationships within new accounts, including influential individual and high-level decision makers.
- Work cross-functionally across the organization, in support of strategic sales initiatives, to properly execute contracts and surpass client expectations.
- Facilitate information requests, coordinate orders, and review and remedy customer complaints.
- Collect, analyze, and report sales data, performance metrics, and trends.
- Accurately forecast revenue and deftly manage resources.
- Consult with Sales and Marketing departments to set and implement strategies for new products.
- Develop pricing structures and freight incentives to achieve annual targets.
- Coordinate with vendors to produce/execute effective annual sales rallies.
- Market web Ecommerce, fully loaded with content, to distributors to drive brand awareness; maintain communications with 400+ distributors across the US and Canada.
- Create a variety of promotional materials including catalogs and flyers.
- Remain abreast of internal and external developments and suggest new ways to increase sales.
- Continuously expand on knowledge regarding industry trends, competitive information, and technical solutions.

SALES EXPERIENCE (CONTINUED)

Notable Contributions:

- Managed \$10M - \$15M in sales, achieving average annual growth of 15% to 20% throughout tenure.
- Consistently acquired, retained, and extended customers through effective identification of opportunities and the creation and implementation of solutions.

PRIOR WORK HISTORY

- Inside Sales Representative, ABC Company, Anytown, USA (2012 - 2013)
- Product Sales Representative, ABC Company, Anytown, USA (2011 - 2012)
- National Account Representative, ABC Company, Anytown, USA (2005 - 2011)

EDUCATION

- Bachelor of Science in Business Finance, Any College, Anytown, USA

TECHNICAL EXPERTISE

- AS/400 Mainframe ▪ Baan System ▪ BI Reporting ▪ Blueprint Reading ▪ Corel Draw ▪ Covisint Automobile Portal
- Electronic Data Interchange (EDI) ▪ GAL ▪ Geometric Dimensioning & Tolerancing (GD&T) ▪ JBA Database
- Microsoft Office Suite (Excel, Outlook, PowerPoint, WORD) ▪ MySales ▪ Profit 21 Mainframe
- Product Part Approval Process (PPAP) Submissions ▪ QuickBooks ▪ Teams ▪ Zoom

PROFESSIONAL ORGANIZATIONS/MEMBERSHIPS

- Netplus Alliance Buying Group ▪ Women Industrial Supplier Empowerment (WISE)

References Furnished Upon Request