



# SAMPLE **SALES RESUME**

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**SALESFORCE**  
SEARCH

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## EXPERTISE

Sales Leadership  
Project, Product, and Team Management  
Regional, National, And International Sales And Marketing

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### Track record of delivering consistent revenue streams and outperforming sales goals:

1998	1997	1996	1995	1994
170%	197%	134%	143%	189%

**Energetic, creative, proven performer committed to continued excellence**

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## STRENGTHS

- Maximizing revenue and profit in a predictable and repeatable fashion.
  - Training and developing sales professionals - Communicating the science of the art of selling
  - Creating and implementing sales and marketing strategies of existing and new products.
  - Contributing sales expertise to product development, corporate planning, and cross-functional initiatives.
  - Driving highly effective sales organizations - Communicating vision, methodology, and goals
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## PROFESSIONAL EXPERIENCE

### **BIG SOFTWARE CO. - TORONTO, ONTARIO** (1990 - PRESENT)

Big Software Co. is the Canadian leader in providing complete software solutions to small, medium and Fortune 500 companies.

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### **District Manager, Northeast Region** (1/99 - Present)

Direct the sales activities for the industry segment, selling Big software products (business communications solutions) to 300 corporate accounts each having 5000 or more employees. Manage a 6-state region that delivers \$47+ million in annual revenue (largest volume of all sales districts worldwide).

Manage Sales team (currently 7 sales professionals) to consistently high performance levels. Create and nurture a well-balanced diverse, focused team through motivation, leadership, training, and establishment of sales process as the foundation of business success.

Collaborate with technical team leader, providing direction for a total of 25 sales and technical professionals who work cooperatively to recommend the most appropriate business solutions to fit customers' complex communication and information needs (e.g. messaging, internet/ intranet, knowledge management, rapid application development).

- Delivered the highest percentage performance against plan (197%) among all big locations worldwide, 1997.
- In 1998, all team members performed above 125% of plan - 75% attained at least 150%.
- Maintained zero negative attrition while hiring talented people, growing existing talent, and grooming several for promotion.
- Delivered highly consistent and predictable sales results, meeting or exceeding targets each quarter.

## PROFESSIONAL EXPERIENCE

### BIG SOFTWARE CO. - TORONTO, ONTARIO *(continued)*

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#### **Acting Manager, Northeast Region** *(10/96 - 12/96)*

Managed 4-member direct sales team selling Big enterprise products.

- Outperformed sales target, achieving 172% of plan.
- Doubled revenue forecast for the quarter.

#### **Product Sales Manager** *(4/96 - 12/96)*

Developed sales strategy and sold BIG products in a 4-state territory.

- Achieved 165% of sales objectives.
- Created sales strategy for 20-member sales team that resulted in team performance at 106% of plan.

#### **Territory Sales Representative** *(1993 -1996)*

Effectively managed 4-state territory while maintaining consistently high level of sales performance and customer satisfaction.

- Doubled number of accounts in first year, grew business consistently from first day on job until the last.
- Outperformed sales goals in each measured period.
- Rookie of the Year, 1994: Salesperson of the Year, 1995.
- Personally sold in excess of \$1 million every year.

#### **Global Product Marketing Manager: Mail Services** *(1990 - 1993)*

Created worldwide marketing and sales strategy for launch of industry-first product line (Mail Services communication, mail management, and message switching technology).

- Captured \$10 million in sales and 75% market share within 3 years - the company's most successful worldwide market introduction.
  - Directed 10-member cross-functional project team that delivered cutting-edge technology product on budget, with planned functionality, 30 days ahead of schedule.
  - Achieved profitability in first year.
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## EDUCATION

### UNIVERSITY OF TORONTO

- Bachelor of Business Administration,
- Major in Management

### PROFESSIONAL TRAINING

- PeoSell (SalesForce training & Consulting), 2005
- Time & Territory Management (SalesForce Training & Consulting), 2002

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## SALES RECRUITERS HELPING COMPANIES GROW REVENUE

SalesForce Search is a sales recruiting company which specializes in the recruitment and placement of sales professionals. We work in nearly every industry sector from financial services to pharmaceuticals and believe our Hiring Process can help you find the right sales person for your organization. Sales is the most critical component of every organization and hiring great salespeople is challenging. We help companies save time and money by finding the right sales person quickly and ensuring your organization hits their sales targets.

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