

Resume Example for Senior Sales Managers

Full Name

[Street, City, State, Zip] | [Phone] [Email Address]

Career Profile & Career Objective

Sales manager professional with more than ten years combined experience in sales and marketing roles for the Corporate IT industry.

Skilled in leading sales teams to penetrate new markets with latest IT products to achieve sales goals.

Objective

Managerial position in Sales and Marketing wherein education, experience and skills can be efficiently utilized to increase the sales volume and profitability of the firm. Build a strong distribution network for achieving greater market development by fulfilling the following underlying functions:

- Leading sales teams to achieve sales objectives.
- Identifying potential customers in the market.
- Comparing products and their substitutes based on a range of criteria.
- Managing the firm's sales budget and costs – Estimating costs involved.

(Alternative Objective Statements):

- Obtain an executive sales/marketing management position in a growth-oriented company.
- Utilize business development/sales skills at a progressive organization where these skills can make a significant impact on the bottom line.
- Obtain a position that will enable use of strong sales skills, marketing background and abilities to work well with co-workers and clients.
- Use sales and marketing-oriented skills in the best possible way to achieve the company's sales goals.

Professional Experience

P-works

New York,

NY

2007 – Present

Senior Sales Manager

Reported directly to the Vice-President regarding annual sales growth. Organized and managed the sales team to achieve the required sales targets.

- Analyzed competitive products in terms of reliability and features.
- Calculated sales forecasts for newly launched products – Defined the financial budget and targets for new sales projects.
- Trained new members of the sales force – Monitored the performance of different personnel associated with a project and compare it to the month's objectives.
- Worked on more than one sales project at a same time.

Key Achievement:

- Increased sales of the [ABC] product line from year [BCD] to year [CDE] with a [%] margin.

KTEM

New York,

NY

2003 – 2007

Sales Manager

Managing and training a hardworking, results-oriented sales force. Helping with several management functions to support sales functions.

- Represented the firm at sales shows and exhibitions.
- Communicated with clients and merchants to improve and develop business relationships cordially, in addition to maintaining constant follow-up on their feedback.
- Reviewed entire inventory lists on a daily basis to keep track of inventory flow.
- Identified resource requirements and assigned responsibilities to different sales staff through proper coordination.
- Helped in resolving critical issues related to sales, and escalated important matters to upper management.

- Prepared client surveys for sales projects – Evaluated several areas of improvements in current sales techniques.

Key Achievement:

- Launched a product to replace its original, which resulted in an increase in sales from A to B units.

Core Competencies

- Familiarity with all aspects of supplier relationship management.
- Ability to cope with dynamic market conditions and develop sales strategy accordingly.
- Ability to work in high-stress environments and to make complex decisions regarding pricing.
- Extensive knowledge of sales and marketing strategies.

Key Skills

- Excellent written and verbal communication skills including formal presentation skills.
- Persuasiveness, Adaptability & Innovation.
- Judgment and Decision-making.
- Collaboration.

Education

Harvard University	Cambridge, MA	2000
– 2003		

Master of Business Administration/MBA in sales and marketing

Boston University	Boston,	
MA		1998 – 1999

Bachelor's degree in business administration/sales and marketing

Boston University	Boston,	
MA		1995 – 1999

Bachelor's degree in technical management: sales and marketing

Other Qualifications

WIN Sales and Marketing Programs New York, NY

2004 –

2004

Certification Program in Sales Management (CPSM)