

# RICHARD C. REESE



404-718-0069



Mableton, Georgia 30126



rreese2370@yahoo.com

## PROFILE SUMMARY

Dynamic and results-oriented professional with over two decades of experience driving revenue growth, expanding client portfolios, and leading high-performing teams. Adept at developing and implementing strategic sales initiatives to achieve and exceed business objectives. Skilled in building and maintaining strong client relationships, identifying new business opportunities, and delivering impactful presentations to key stakeholders. Proven track record of success in achieving sales targets, optimizing operational processes, and fostering a collaborative work environment. Seeking to leverage my expertise in sales and management to drive growth and profitability for a forward-thinking organization.

## CORE COMPETENCIES

- Client Relations
- Strategic Planning
- Social Media Marketing
- Sales Growth
- Customer Satisfaction
- Business Development
- Communication Skills
- Sales Strategy
- Competitive Analysis
- Relationship Building
- Problem-Solving
- Time Management
- Multitasking Abilities
- Leadership Abilities
- Team Collaboration

## SUMMARY OF PROFESSIONAL SKILLS

- **Sales Expertise:** Proficient in creating comprehensive sales strategies that drive market expansion and revenue growth, aligning with organizational goals and analyzing market trends for strategic initiatives.
- **Customer Relationship Management:** Skilled in building and maintaining strong customer relationships, providing excellent customer service, and handling customer inquiries and complaints effectively.
- **Customer Needs Assessment:** Experienced in conducting thorough needs assessments, analyzing customer feedback and market data to identify trends, and developing targeted sales strategies for business growth.
- **Negotiation and Closing:** Expertise in negotiating terms and closing deals to achieve sales targets, building rapport with clients for successful negotiations and conflict resolution to drive revenue.
- **Market Analysis:** Possess strong analytical skills in conducting market research, analyzing data to identify trends, opportunities, and threats, and developing actionable insights for strategic decision-making.
- **Team Leadership:** Proficient in leading and motivating teams to achieve targets, coaching and mentoring team members for enhanced performance and fostering a collaborative team environment.
- **Business Development:** Skilled in identifying new business opportunities, building strategic partnerships, and implementing growth strategies to expand market presence and drive revenue.

## PROFESSIONAL EXPERIENCE

- Southeastern Sales Manager**  
FH Packaging, Atlanta, GA - Remote

2024 - Present

  - Build and sustain strong relationships with clients across Georgia, Alabama, South Carolina and Tennessee, to assess and fulfill their packaging needs through customized solutions.
  - Prospect and secure new business through targeted cold-calling and consultative selling, while increasing revenue by upselling additional product offerings to existing clients.
  - Leverage HubSpot to log client interactions, track sales pipeline activities, and manage leads, enhancing efficiency in sales follow-up and account management.
  - Deliver high-quality service and maintain customer satisfaction by consistently meeting contractual obligations and establishing the company as a trusted partner
  - Focus on Eastern United States Market growth by analyzing trends and adapting sales strategies.
- Sales Director**  
Diamond Distributors, Atlanta, GA

2017 - 2024

  - Recruited new sales representatives and aligned team to 15% year-over-year revenue growth from 2017 to 2023.
  - Achieved 20% improvement in sales by spearheading motivational programs and guidance.
  - Established collaboration within the sales department, fostering partnerships with 30% customer target.
  - Collaborated with product and research teams, contributing to customer satisfaction.
  - Cultivated sales strategies to a 25% increase through data-driven processes.
- Regional Account Executive**  
Advantage Solutions, Atlanta, GA

2013 - 2017

  - Pioneered Indicators KPIs to 28% increase in sales revenue for key retailers.

- Fostered relationships with clients, exceeding sales objectives, project planning, and flawless program execution.
- Developed compelling, presentations and responsive pricing structures, presenting to executive decision-makers.
- Managed project process, ensuring internal and external coordination to client satisfaction and boost sales revenues.
- Identified and qualified sales opportunities through a consultative and value-added approach to sustainable growth.

### **Account Manager**

**2005 - 2013**

United Distributors, Smyrna, GA

- Honored "Iron-Man" award for two consecutive years, recognizing outstanding salesmanship with 18% increase in revenue dollar volume.
- Surpassed market share targets by cultivating positive relationships with 100+ key accounts.
- Executed strategies to elevate spirits, wine, and beer sales to enhance brand visibility and customer engagement.
- Achieved 35% growth in the territory market share for extensive portfolio of over 5000 products.
- Exceeded monthly sales through adept up/cross-selling techniques, client prospecting, cold-calling, and networking initiatives.

### **Business Development Manager**

**2003 - 2005**

The Kellogg Company, Morrow, GA

- Achieved recognition as a top-performing Retail Sales Representative within 5% across the Southeastern United States.
- Drove a 26% increase in sales, by capturing new business, and current account orders in substantial revenue growth.
- Spearheaded cutting-edge marketing, by elevating sales force and fostering a customer-focused culture through brand reputation.
- Applied in industry trends for merchandising and marketing opportunities.

### **Territory Manager**

**2002 - 2003**

National Distributing Company, Atlanta, GA

- Attained and sustained a 95% customer retention rate through exceptional relationship management.
- Achieved growth by managing key accounts and closing contracts, leveraging extensive fine wine products knowledge.
- Oversaw a dynamic sales team, providing leadership that resulted in a 30% improvement in team productivity.
- Controlled and optimized inventory levels, reducing stockouts by 15% and improving order fulfillment.
- Negotiated contracts with major clients, securing long-term commitments and increasing overall revenue by 18%.
- Renegotiated supplier agreements, resulting in a 10% cost reduction and improved profit margins.

## **EDUCATION**

### **MBA**

Jack Welch Management Institute, Herndon, VA

### **Bachelor of Science in Marketing**

Strayer University, Douglasville, GA