

Keith A. Lalley

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Franklin Industries
645 Atlantic Ave.
Franklin, PA 16323

Dear Franklin Industries:

I increased annual territory sales by 100% in my first five years as a Regional Sales Manager.

I would welcome the opportunity to discuss bringing my passionate business development and sales leadership experiences to lead your sales team at Franklin Industries.

My extensive background in territory and clientele management along with sales management experience dealing with nationally known entities would unquestionably allow me to add value to your sales team by driving sales upward.

In addition, these experiences have given me strengths in sales negotiations with buyers at all levels in all types of manufacturing and industrial entities. My strong work ethic and positive energy level coupled with my background in manufacturing sales gives me the confidence that I would make immediate and valuable contributions to your firm. I've passed on my drive to succeed and never quit attitude to my son who I'm proud to say serves our great nation as a Navy SEAL.

I sincerely hope you will allow me the opportunity to demonstrate this by granting me some time for an interview.

I've always been a competitive / passionate top performer and a man of high integrity. There's no reason why that won't continue if I were to become part of your sales team.

Sincerely,

A handwritten signature in cursive script that reads "Keith A. Lalley". The ink is dark and the signature is fluid, with a large initial 'K' and a stylized 'L'.

Keith A. Lalley

2455 Horsecreek Road ~ Oil City, PA 16301

Cell: 440-554-0989

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Motivated, self-starting and organized professional with strengths in Leadership, Genuineness, Integrity and Character. Developed and maintained positive professional relationships through strong interpersonal skills and ability to communicate effectively.

PROFESSIONAL EXPERIENCE

Atlas Pressed Metals

Regional Account Manager (Northeast US Territory)

DuBois, PA

2019-Present

Manage account & sales operations of custom engineered powdered metal components to manufacturing entities throughout Northeastern US and Ontario, CN region. Responsible for maintaining positive relationships with existing customers, overseeing customer orders and providing technical assistance along with developing new customer relationships working toward launching new parts sales.

- 106% increase in annual territory sales in first three years.
- Travel throughout territory 50% - 75% of the time visiting existing customers and calling on potential new customers.
- Maintain fully equipped split offices between DuBois, PA office and home office.
- Report monthly sales & call data through employer CMS program.
- Work closely with engineering and production staff regularly during new product development while maintaining close customer contact throughout process.
- Transitioned from traditional outside sales practices (traveling 50% - 75%) to managing on-line video sales meetings & presentations during the COVID-19 pandemic travel restrictions.
- Average 75 customer / prospect contacts per month.
- Numerous new parts sales including multiple new customers.

Oil Mineral Rights Lease

Owner / Manager

Venango County, PA

2008-Present

- Successfully negotiated Oil and Gas Lease Agreements with two separate energy companies following a 25 year drilling and production hiatus, resulting in 24 oil well projects and a 900% return on my initial investment thus far.
- Worked closely with D&S Energy through one 3-well drilling project including surveying, location & tank battery construction, infrastructure, drilling, fracking, production and marketing through American Refining Group.
- Worked closely with Lendrum Energy through three separate drilling projects; two 6-well projects plus one 9-well project including surveying, location & tank battery construction, infrastructure, drilling, fracking, production and marketing through Ergon Oil. These drilling projects resulted in bringing several million dollars into our struggling local economy.

Industrial Appraisal Company

Regional Sales Manager (Ohio / Michigan Territory)

Pittsburgh, PA

2003-2019

Direct and manage sales operations of machinery & equipment and building valuation services to manufacturing & commercial entities of all kinds to establish market and replacement values throughout region. Responsible for retaining existing clients, expanding portfolios, and developing new client relations.

- Maintained top two in sales every year plus achieved #1 in sales for eight years. Increased annual territory sales by 100% in first five years. Over 50% of my sales are a result of cultivating new business. Always exceeded my quota.
- Managed the sales and marketing of appraisal services by developing and maintaining strategic consultative relationships with clientele, including C-level executives, plant managers and referral based contacts.
- Work autonomously while maintaining a home based office including travel throughout territory as well as nationally / open territory.
- Represented company regularly at trade shows throughout the nation developing leads into sales.
- Successfully negotiated contracts with clients such as: General Electric, Scott's Miracle Gro, Nachurs-Alpine Solutions, Dominion Packaging, Sinterfire, Inc., Cleveland Cliffs Mining, Dover Chemical, Intrepid Mining, Brewster Cheese JSW Steel, Claxton Poultry, Cott Beverage, EXAL Corp., Bob Evans Farms, Mace Pepper Spray, J.P. Morgan Chase Bank & countless other industrial & commercial facilities of various types nationwide.
- Managed & mentored several new and existing sales reps.
- Regularly provide customer service and complaint management within my territory.

Industrial Appraisal Company*2010-2011**Interim National Sales Manager*

- Managed and led daily sales department operations plus supervised staff of 10 while managing and increasing sales by 30% within my current territory at the time.
- Coached field sales reps regularly.

Industrial Appraisal Company*1997-2003**Architectural & Equipment Appraiser / Project Manager*

- Architectural & Equipment Appraiser based from my home office ~ Establishing values for replacement cost and other purposes ~ Valuing over \$300MM of assets per month.
- *Project Manager* ~ Regularly managed & mobilized teams of up to eight staff appraisers working in the field nationally.
- Top three producer out of 40 appraisers for entire tenure.
- Trained & coached numerous new hires plus mentored existing staff appraisers in the field.
- Traveled extensively nationally while self-planning and scheduling trips.

IKON Office Solutions**Western PA***Regional Sales**1996-1997*

- Market, demonstrate & sell Canon Digital & Analog Imaging Systems
- Surpassed sales quota regularly including over 75% new customer sales
- Top sales producer for newly launched Canon digital products

Industrial Appraisal Company*Beginning of career-1996**Equipment Appraiser*

- Equipment Appraiser based from my home office ~ Establishing values for replacement cost and other purposes.
- *Project Manager* ~ Regularly managed & mobilized teams of up to eight staff appraisers working in the field nationally.
- Top three producer out of 40 appraisers for entire tenure.
- Trained & coached numerous new hires plus mentored existing staff appraisers in the field.
- Traveled extensively nationally while self-planning and scheduling trips.