

BUSINESS DEVELOPMENT | MANUFACTURING SALES REPRESENTATIVE – Building Products

Top Sales Producer Year after Year - Currently Ranked #2 in the Region in Territory Management & Growth

Hand picked for National Advisory Council in 2016 Based on Consistency in Performance and Contribution

Performance-driven, disciplined professional with a solid track record of success in achieving sales goals, sourcing new sales opportunities and influencing the closure of sales. Serves as a trusted technical and sales resource to communities served, leveraging technical knowledge and prior general contractor experience to build credibility in the market. Maximizes daily activities through laser-focus on activities that deliver best ROI. SIGNATURE STRENGTHS INCLUDE:

Trusted Technical and Sales Resource
Direct Sales | Business Development
Strong Presentation and Influence Skills
Innovative in Improving Sales Efficiency

Laser Focus on Goal Attainment
Disciplined in Planning & Execution
Success-driven Work Habits
Customer Training & Education

Relationship Building/Nurturing
Project Oversight & Implementation
Trade Shows & Speaking Engagements
Marketing & Advertising Know How

PROFESSIONAL CONTRIBUTION & IMPACT

BUSINESS DEVELOPMENT | FACTORY SALES REP – CONFIDENTIAL, City, State

20XX – Present

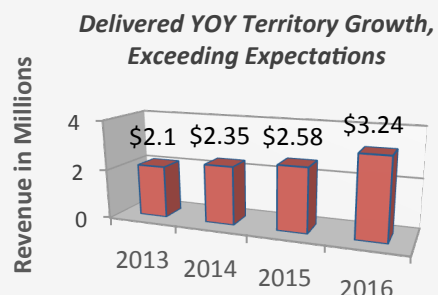
Market leader in the manufacturing of skylights and roof windows with sales operations in over 40 countries worldwide

Brought in as the first dedicated factory representative covering the XXXX territory following company-wide restructuring in 20XX. Led the development, execution and coordination of all sales, interfacing directly with Dealers, Builders, Remodelers, Roofing Contractors and Architects, while continually identifying and soliciting new and expanded sales opportunities within the territory.

IMPACT: Grew territory by 54% within 3 years, surpassing \$1.2M goal in 1st year.

RAMPED QUICKLY TO BECOME ONE OF THE TOP PERFORMERS IN THE COMPANY ...YEAR AFTER YEAR

- ▶ **Ramped up quickly into newly created dedicated sales role, surpassing \$2.1M goal in 1st year.** Successfully forged, nurtured and deepened relationships with contractors throughout the territory, with a major focus on selling CONFIDENTIAL products, along with the Federal Tax Credit discussion.
- ▶ **Exceeded goal 4 years consecutively:** +3.2% in 2013, +6.41% in 2014, +23.42% in 2015 and +10.1% in 2016.
- ▶ **Ranked #3 in the region by 2nd year. Ranked #2 in the region in 2016.**
- ▶ **Achieved year-over-year growth, scaling from \$2.1M to >\$3.4M in annual sales,** successfully cultivating relationships and influencing the Trades and Architect communities in the area.
- ▶ **Built immediate rapport and credibility in the territory** with Builders, Remodelers, Roofing Contractors and Architects.
 - Leveraged earlier experience as a general contractor and window factory representative and installer to speak directly to each group's unique pain points, challenges and drivers.
 - Became a trusted technical and sales resource to a community comprised of >165 contractors and roofers.
 - Shifted perceptions in the residential market by providing ongoing customer education to concerns that viewed skylights as energy inefficient and prone to leakage.
- ▶ **Championed and executed swiftly on "outside the box" dealer opportunities** that provided additional value in expanding the company's footprint in the market.



CONTRIBUTED TO OVERALL COMPANY GROWTH AND SALES EFFICIENCY

- ▶ **Chosen as 1 of 3 from among 65 reps nationwide for sought-after, prestigious recognition.** Hand picked to participate in the annual CONFIDENTIAL Advisory Council in 20XX based on consistency in outstanding sales and contribution.
- ▶ **Met with the executive team (President and National Sales and Marketing leadership),** providing specific recommendations to improve sales efficiency and impact in the market; two of which were implemented company-wide:
 - *Automated and Personalized Marketing Campaigns:* Proposed and influenced decision to invest in automated email campaigns to support sales. Today, campaign automates and personalizes communications to >10,000 contractors, roofers, dealers and architects nationwide on a monthly basis to drive brand awareness and engagement.
 - *Skylight Replacement Guide:* Recommended and influenced decision to invest in development of a XXXXX Replacement Guide that included valiant selling points while improving contractor experience in cross-referencing window replacements to accelerate estimate turnaround.
- ▶ **Designed highly successful *Installer Survey* that was mandated region-wide in 2016.** Developed a 25-question survey that enables sales to track install activities in real-time and proactively identify trends and challenges, resulting in gained sales.
- ▶ **Presented formal educational-oriented presentations frequently to the American Institute of Architects (AIA),** continuing to drive company brand awareness, trust and engagement across the XXXX territory.

BUSINESS DEVELOPMENT AND SALES REP, CONFIDENTIAL, City, State

20XX – 20XX

An independent skylight installation company

Sold and installed XXXXX skylights and roof windows to homeowners and building owners; managed a crew to install product.

IMPACT: Grew business to >\$500K in annual sales, with minimal callbacks due diligence on the front-end in customer education and rigorously abiding by best practices in product installation.

- ▶ **Assertively generated qualified leads** through advertisement, dealer relationships and networking as well as maintaining active membership and presence at BNI, the Builders Association, and other remodeling and builder associations.
- ▶ **Project-managed all aspects of each job, ensuring the correct installation of > 400 skylights over a 5-year period.** Served as a trusted technical resource to customers and builders.

OWNER / PRESIDENT & SALES REP, CONFIDENTIAL, City, State

20XX – 20XX

An independent general contractor

Sold and oversaw the execution of extensive residential renovation projects in area. Sourced, evaluated and managed third-party suppliers holding accountable to deliverables, budgets and timelines.

IMPACT: Grew business to >\$500K in annual sales through rigorous discipline in sales, business development and project execution – delivering product as promised with the highest level of service and quality.

MILITARY SERVICE

U.S. Army, Honorable Discharge

EDUCATION, PROFESSIONAL DEVELOPMENT & CERTIFICATION

Business Administration, CONFIDENTIAL

Sales Training Courses, National Associations of Home Builders and Remodelers

Sales Seminars, CONFIDENTIAL

Title 5-Star XXXX Specialist Certification