

JOHN DOE

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SALES MANAGEMENT

Strategic and versatile **Sales Manager** with 10+ years of increasingly high-profile leadership experience at retail organizations. Recognized for deep commitment to top-flight customer service and inspiring same core value in teams of up to 40+ direct and indirect reports. Champion and driver of transformational training programs that revitalize sales, streamline processes and enhance customer satisfaction. Ensures alignment of strategic plans with corporate division objectives. Expert in cultivating and maintaining mutually-beneficial relationships with vendors, regulatory authorities and large retail partners. Bilingual in English and Spanish.

AREAS OF EXPERTISE

**New Business Development • Key Account Relationship Management • Strategic Planning • Client Relations
Budgeting • Territory Alignment & Optimization • Revenue & Profit Growth • Policy Creation
Team Building & Leadership • Sales Forecasting • Talent Acquisition • Productivity Improvement • Staff Training**

Professional Experience

ABC COMPANY City, State 2010 to Present
Luxury American specialty store owned and operated by ABC Enterprises, a subsidiary of ABC Incorporated.

ABC CLUB DIRECTOR / SALES MANAGER

Cultivated a high-performance culture and implemented a sophisticated, consultative sales process; instantly transformed sales into a more strategic and more customer-centric organization. Recruit, hire and develop high-quality ABC Club Sales Associates to maintain excellence in customer service within company standards. Offer continual performance appraisals to Associates to improve productivity and optimize sales.

Additionally oversee \$8M in annual volume with full P&L accountability for ABC Club, Designer and Wear Collection departments. Collaborate with all core functions of business to formulate diverse sales strategies that capture key prospective clients, exceeding all financial goals. Ensure seamless operations activity across shipping, handling of merchandise and alterations follow-up.

- ▣ Partnered with Consultants to follow up with lapse clients over 6-month period that resulted in 30% increase in sales from repeat clients with a \$1.1M sale from key client.
- ▣ Devised acquisition program that increased client base by 40% across all departments managed; secured an additional \$650K increase in 1 FAC department (2010).
- ▣ Orchestrated customized, high-yield sales training program to drive immediate sales growth, improve profitability and enhance quality of service.
- ▣ Delivered double-digit increase in sales with a 20% boost in customer retention by partnering with Marketing Manager to revamp event standards to reflect ABC policies.
- ▣ Mentored 2 Consultants, developing each to generate a total of 30% of store sales after uncovering that 1 separate Consultant personally generated 28% of overall store volume.

ABC COMPANY City, State 2007 to 2010
Contemporary line of both casual and dressy apparel; 100 stores in the U.S. with locations in 60+ countries.

STORE MANAGER / DISTRICT TRAINER

Hired with oversight of operations, cost control, customer relations, strategic direction, talent management and full P&L accountability. Recruited, trained and evaluated 15-20 employees. Rolled out financial forecasts, revenue plans and key performance metrics in partnership with General Managers and sales staff.

Before

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STORE MANAGER / DISTRICT TRAINER *Continued:*

Led orientations for new employees covering company policies, benefits packages and introduction to internal software. Maintained records of all employee related documentation and created staffing reports, reflecting turnover analysis, payroll percentages and recruitment costs. Concurrently served as District Trainer for 9 store locations.

- ☐ Reinvented all major operating processes to eliminate redundancy, optimize staff performance and build a world-class organization. Created strategic plans to drive future operations, growth and transformation.
- ☐ Originated conversion program that resulted in 30% increase within first year, maintaining increase during second year; ranked within Top 3 for conversion companywide with recognition as #1 in the region.
- ☐ Defined effective marketing scheme and community outreach programs to target specific clientele; eventually adopted by company (2008).
- ☐ Launched Mother s Day event that generated \$7.5K+ in 1-day, created co-ops with mall partners and implemented sophisticated J-Service sales model; completed all projects with \$500 budget.
- ☐ Introduced innovative employee development and performance improvement programs that significantly improved personnel morale and productivity; resulted in 4 internal promotions and higher employee retention rates.

ABC COMPANY City, State

2003 to 2007

Largest beauty retailer, providing one-stop shopping for prestige, mass and salon products and services in the U.S.

GENERAL MANAGER / MARKET MANAGER

Handpicked as Market Manager and challenged to drive major cost savings while optimizing productivity, performance, morale and efficiency of 6 under-performing City locations. Successfully transitioned business into a top-flight sales culture that maximized and surpassed all sales quotas. Evaluated sales floor and analyzed reports to craft strategies that drove results while maintaining presentation integrity. Ensured visual and merchandising roll outs were completed within set timeframe while maintaining all aspects of visual standards, cleanliness and fixture placement.

- ☐ Championed customer feedback and market research programs to determine the effectiveness of service levels; persuaded ABC executives to revise return policy from 30 days to 45 days, decreased customer issues and increased conversion by 20%.
- ☐ Honored with the ABC Club of Excellence Award for ranking within the Top 10% for sales results.
- ☐ Cultivated partnerships with local authorities to decrease merchandise loss in high-shrink store from 8.5% to 1.1%.
- ☐ Pioneered in-store professional makeup artists in State region, providing beauty expertise to customer base; improved sales in Cosmetics unit by 22%.
- ☐ Revamped merchandise planning model by revising categories, reviewing annual sales and developing innovative processes to target specific customers; increased quarterly sales per Associate and cut operating expenses.

ABC COMPANY City, State

2001 to 2003

American fashion retailer with 550+ stores in the U.S. and \$1.8B in annual sales.

SALES MANAGER

Strengthened management and sales teams by deeply instilling core values of customer service and efficient operations. Delivered presentations to staff on goals, customer service and company standards. Managed all related financial affairs within budget constraints such as overhead expenses, inventory, labor and operating costs. Held full P&L accountability.

- ☐ Generated \$10M+ in women s clothing at the ABC Creek store location and \$3M through the menswear channel at the Main Street store location.
- ☐ Grew City market store sales by 20% within first 2 quarters through a customer retention program; updated market loss prevention tools to reflect City market, resulting in the decline of high shrink stores.

Before

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SALES MANAGER *Continued:*

- ☑ Instrumental in the advancement of several employees into internal middle management positions while significantly decreasing employee turnover.
- ☑ Realized highest gross P&L margins for the region with a 23% increase in inventory results.

ABC COMPANY City, State

2000 to 2001

American clothing and accessories retailer with 5 five primary brands: largest specialty apparel retailer in the U.S. with 3,076 stores worldwide and ~135,000 employees.

OPERATIONS MANAGER / HUMAN RESOURCES MANAGER

Challenged to build 2 top-tier sales teams of 40+ Associates. Defined the strategic sales and market direction of each store, led sales team, prepared cost and revenue projections and monitored financial performance. Leadership accountability included all merchandising, store operations, customer service, loss prevention management, sensory compliance, scheduling and payroll functions.

Concurrently directed complete HR generalist affairs including recruitment, staffing, training/development, compensation, employee relations, succession planning and HR strategy. Updated personnel files in compliance with state laws and audited non-contingent locations for alarm tests and building inspections.

- ☑ Developed training to maximize the performance of sales teams, improve product and brand awareness and introduce incentives to drive long-term, strategic market positioning and growth.
- ☑ Maintained highest retention rate for 2 non-contingent stores and highest gross margin in district through effective profit and loss controls.
- ☑ Spurred credit card results by 18% in Q1; rise lasted through Q3.

ABC COMPANY City, State

1998 to 2000

Seller of fine writing instruments and gifts with 20 stores throughout the U.S.

SALES MANAGER

Drove business development, sales and expansion strategies to increase profitability. Diverse scope of management responsibility included sales, store operations, visual merchandising, customer service, training, staff development, inventory, shipping, scheduling and payroll. Led sessions to consistently build skills and strategies for selling into high-end customer verticals, building relationships and contacting customers.

- ☑ Eclipsed all key sales objectives by optimizing sales during peak traffic and seasonal periods.
- ☑ Revamped bonus structure based on sales generation and tied variable compensation to business plans, introducing enticing employee incentives.
- ☑ Analyzed customer shopping patterns and altered merchandise to meet needs, increasing sales by 28%.
- ☑ Identified sales training void and designed sales modules; edited by corporate and rolled out companywide.
- ☑ Coined methodical processes for consistent follow-up with customers both during and after the sale, generating repeat and referral business.

Education & Professional Development

Bachelor of Arts in Spanish State University City, State

Bachelor of Science in Global Business Management On-line State University (2012)

Certification in Seyfarth Shaw at Work (16-hour) Human Resources Development Course

Managing Within The Law, Situational Leadership

Technical Skills

HRMS; ADP; Data-Matics; Store Expert; CC Ambassador; Client Business Scheduling; Microsoft Office Suite