

# JOHN DOE

Address  
City, State Zip  
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## PROFILE

**Results-oriented Sales and Marketing Professional** with record of success in sales management and marketing in retail industry. Ability to drive revenue growth, cultivate professional relationships and consistently exceed profit goals. Sound business acumen with extensive background and expertise in complete knowledge of the retail industry. Ability to adapt quickly to the constant changes in all aspects of business. Represent a company with enthusiasm and professionalism. Thrive in a challenging and active environment with a positive work ethic.

- **Sales Management** – Solid background in planning and executing sales and marketing strategies. Hands-on sales management with highly developed negotiation skills and experience cultivating strategic business partnerships. Consistent success in surpassing business goals; consistent ability to achieve growth in dollar volume, quota attainment, and distribution expansion.
- **Marketing** – Proven ability to recognize and capitalize on market trends and assume bottom line responsibility for strategic planning, pricing, research and forecasting. Broad knowledge of merchandising, advertising, and organization. Involved in research for wholesale dealer actions.
- **Team Building** – Team leader with extensive experience in hiring, supervising and managing sales teams in retail sales positions, developing talent and creating effective training programs with emphasis on effective sales and merchandising procedures. Encourage staff development and conduct product training sessions.
- **Communication** – Persuasive communicator with well-developed presentation and negotiation and closing skills, resulting in development of new business with both individual accounts and corporate level chain accounts. Strong written and oral communication abilities. Able to develop effective relationships with colleagues, customers and staff at all levels.

## PROFESSIONAL EXPERIENCE

Company, Sacramento, CA

June 2006 – Present

### General Sales Manager

- Serve as a mentor, motivator and builder of the sales staff. Proactively manage, market and merchandise new and used vehicles. Maintain above average CSI results and demonstrate a proven history of attainment. Maintain a clean and fresh inventory (60 days for new and 45 days for used). Perform monthly forecasting including an attainment plan and daily tracking system. As praise trade-in vehicles. Manage used vehicles technicians and follow used vehicles throughout the shop
- Create effective marketing strategies. Meet and exceed customer company customer satisfaction goals. Committed to a plan to increase market share. Manage a budget of 3.8 million yearly. Maintain compliance with state laws and regulations. Additionally responsible for Risk Management. Operate as team player with all departments.
- Administer payroll check signing. Attained responsibility as key holder for entire operation.

Company, Sacramento, CA

1999 – 2006

### Branch Operations Manager

- Developed and expanded financial business. Managed loan and dealer credit risks. Created an effective business plan and model. Managed a yearly sales budget of \$75k.
- Established effective business relationships with dealers. Passed internal audits. Trained and motivated employees in reaching company goals. Managed the processor.

## **JEFF BEYER**

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Experience (continued)

### **Operations Support – Dearborn,**

- Served as software support for Northern America. Represented the field in Dearborn. Launched new products, software and hardware. Recognized as a trusting employee with responsibility for access of 178 branches offices within the United States and Canada. Held full authority for checks via computer. Gained access to own security profile.

### **Collections Supervisor - Syracuse, New York**

- Responsible for the daily management of company's team of employees to assure effective communication with defaulted borrowers in order to establish acceptable payment arrangements. Provided daily direction and communication to employees to ensure calls are made and received in a timely, efficient manner. Monitored phones and data tracking system. Responsible for supporting and motivating team to meet and collect targeted monthly goals. Provided performance feedback and coaching to each team member on a consistent basis. Wrote and administered performance reviews for skill improvement. Addressed disciplinary or performance problems according to company policy. Responsible for wholesale auditing, credit decisions and supervision. Initially hired as Sales/Account Representative and rapidly promoted to positions with an increasing level of responsibility. Presented with company car to include gas expense.

## **EDUCATION**

University of Buffalo  
Biochemical Pharmacology, 1987