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SALES REPRESENTATIVE

SALES & REVENUE PERFORMANCE | CUSTOMER SATISFACTION | NEW BUSINESS DEVELOPMENT

Results-driven Sales Representative with proven face-to-face, direct sales experience generating revenue and driving highly strategic business initiatives to support corporate goals. Innovator in launching prospecting strategies to boost sales performance and capture new revenue opportunities. Establish and maintain relationships with key accounts and other referral sources that can potentially result in profit, net sales growth, and achievement of business objectives. Available to travel when required.

CORE COMPETENCIES

Strategic Planning & Development
New Business Development
Market & Customer Development
B2B Sales & Marketing
Sales & Revenue Performance
Competitive Market Positioning

Relationship Management
Customer Service & Satisfaction
Quality Control & Management
Inventory Management
Product Knowledge & Support
Technical Support

PROFESSIONAL EXPERIENCE

GREEN'S ROCK & LAPIDARY, LTD, Calgary, AB

05/2013 – Present

Provider of rock, minerals and gems, and Fossils

Retail Operations/Business Manager

Manage payroll and developed employee compensation system. Oversee staff of 7 employees. Maintain bookkeeping and monitored financial accounts. Perform inventory management, marketing, and sales activities. Travel to local schools to conduct presentations and promote services.

- Participated in driving sales increase.
- Supported employee training and development of company culture.
- Enhanced company brand positioning by securing media placement on Breakfast Television.

NORTRUX, INC., Calgary, AB

01/2012 – 10/2012

Provider of semi-trucking vehicles

Sales Representative

Performed outside sales representative duties that included providing superior customer service and building and maintaining client base. Applied various promotional strategies, including cold calling, marketing, development, and presentations. Managed document control by completing required agreements and administering contracts. Conducted product demos and coordinated "test drives" for prospective clients.

- Built strong client relationships by utilizing customer relations and interpersonal skills.
- Developed client base through strategic cold calling to drive semi-truck product sales.

BROCKWHITE, Calgary, AB

10/2009 – 11/2011

Provider of construction and building materials

Technical Sales Representative

Provided customer service and developed client base through cold calling. Utilized persuasive sales tactics to effectively close sales and meet projected sales targets. Provided technical support. Submitted bids to win construction contracts. Performed Marketing and Development and Purchasing activities. Managed collections, ensuring all client accounts remained balanced.

- Led "Lunch and Learns" to educate potential clients about construction materials.
- Achieved \$1.7M in sales in 2010.

Continued...

PROMO DISTRIBUTION, Calgary, AB

10/2008 – 09/2009

Provider of construction and building materials

Technical Support Representative

Provided top-tier customer service. Participated in marketing, merchandising, and business development activities. Utilized business development skills and strategies to grow customer and vendor base. Utilized cold calling strategies. Successfully closed sales and achieved projected targets.

- Achieved more than \$500K in annual sales.

UNICORN CONCRETE, Calgary, AB

01/2006 – 10/2008

Provider of construction and building materials

Technical Support Representative

Provided customer service and developed customer base through strategic cold calling. Successfully closed sales to achieve sales targets. Supported marketing, merchandising, and business development initiatives.

- Received Top Sales award (Calgary) in 2006, 2007, 2008.
- Achieved \$1M in sales (2006), \$2M in sales (2007), and \$2.4M in sales (2008).

PAYLESS SHOE SOURCE, Calgary, AB

2000 – 2006

American discount footwear retailer

Store Manager/Training Supervisor

Successfully developed a sales/operations-focused organization. Assisted District Manager with regional operations. Delivered top-tier customer service. Led sales, business development, and marketing activities. Participated in internal/external Loss Prevention. Directed and assisted with auditing activities. Hired and trained staff. Provided training and career development courses for employees. Managed inventory and collaborated with Loss Prevention team and Internal Investigations.

- Established new stores: Royal Oak, Crown Brook, Shawnessey, Red Deer, and WestBrook Store renovations.
- Received Top Sales award for 2001, 2002.
- Awarded \$1.5M Club in 2001.
- Achieved Over \$2M Club in 2002.

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Career Note: Began early career with Zellers, Inc. as **Store Associate** and was eventually promoted to **Store Supervisor**.

EDUCATION

High School Diploma, Brooks Composite High School