

David M. Smith

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PROFILE:

Results-oriented sales professional who wins new business and expands current accounts by aggressively pursuing opportunities while providing each client outstanding service.

Proven closer who builds lasting relationships by understanding client needs, solving problems, and negotiating fair prices without sacrificing margin.

Flexible team player who works with other departments (marketing, production) to address all customer service needs, including emergencies.

EXPERIENCE:

ACME CONTAINER COMPANY Berkeley, Illinois 1985-Present

REGIONAL ACCOUNT MANAGER

Sales: Generate \$2.5 million annual sales in a multi-state territory that includes Illinois, Kansas, Missouri, and Colorado. Win new business by listening to understand clients' packaging needs, marketing goals, and budget restrictions. Present a range of options and ways to control costs. Develop new business through cold calling, presentations, and marketing. Win back lost business via persistent follow up. Work with design and production staff to set prices and generate quotes. Plan travel so time is not wasted and productivity is increased.

Account Management: Partner with customer service staff to solve problems and address special needs. Coordinate quick turnaround projects that require changes in production schedules. Quickly notify clients of any problems related to production, delivery, or changes in price. Nurture personal relationships by recognizing clients with birthday cards, gifts, and promotional products. Network with related industries and brokers.

Achievements:

- Build and maintain several long term relationships (20 years) by offering service that is consistent and personal.
- Represent company at conventions and trade shows, meeting new customers and extending relationships with current accounts.
- Collaborate with Marketing Manager in developing new products and selecting target markets.
- Consistently win new business by taking every opportunity to meet potential clients (i.e., making calls on weekends, from home, working lunches, etc.).

SMITHERS TOOLING Skokie, Illinois 1983-1985

DISTRIBUTOR SALES

Took orders and cross-sold a variety of related products. Frequently referred to technical manuals to answer questions and identify parts. Monitored inventory and ordered stock. Solved a wide range of problems.

EDUCATION & TRAINING:

- **B.S., University of Wisconsin-Madison**, History & Political Science
- **Johnson Sales Dynamics**
Sales techniques, negotiating skills, acquiring measurable results
- **Toastmasters International**
Public speaking & presentation skills

MILITARY:

National Guard, Sergeant, Infantry (4 years)

COMPUTER SKILLS:

Word, PowerPoint, Transaction (contact management), AS/400

References Available upon Request