

David M. Smith

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OBJECTIVE: To obtain a position as (TITLE)

PROFILE: **EXPERIENCE:** Results-focused sales professional who wins new business and expands current accounts by aggressively pursuing opportunities while providing each client outstanding service.

CLIENT RELATIONS: Problem solver who follows up, maintains relationships, and treats clients in a way that makes them feel valued

- Territory Management
- Product Knowledge
- Negotiation
- Account Management
- Follow Up
- Marketing

EXPERIENCE: **ACME CONTAINER COMPANY** Berkeley, Illinois 2010-Present

REGIONAL ACCOUNT MANAGER

New Business Development: 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 prospects 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.

- Achieved 110% of sales goals, winning accounts with industry leaders (2015).
- Generated 104% of sales quota (2014).
- Represented the company at leading trade shows, meeting new customers and extending relationships with current accounts.

Account Management: Partner with customer service staff to solve problems and address special situations. 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.

- Built and maintained several long term relationships (10+ years) by offering service that is consistent and personal.
- Collaborated with Marketing Manager in developing new products and selecting target markets.
- Consistently won 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 2005-2010

DISTRIBUTOR SALES

Managed a 3 state sales territory, driving new business through direct client contact and distributors. Analyzed client inventory, and pursued opportunities to expand accounts. Prospected new accounts at trade shows and industry events.

EDUCATION: **UNIVERSITY OF WISCONSIN** Madison, Wisconsin
B.S., History and Political Science

2005

TRAINING: **Johnson Sales Dynamics:** Consultative sales techniques, negotiating skills, and acquiring measurable results

COMPUTER SKILLS: Salesforce.com, Word, Excel, PowerPoint