

# Rita Salesmanager

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## SALES • SALES MANAGEMENT • SALES PROGRAM DEVELOPMENT

Dynamic, turnaround management capabilities, matching high levels of personal productivity. Diversified background in sales management, sales, customer relations, retail development, collections and education. Proven leadership in organizations (sales team, school) that had previously lacked direction; quickly add programs, training, motivation, hiring of new staff, and establishment of record productivity. Proven ability to gain trust and be persuasive with people of all ages and backgrounds. Experience managing up to five sales reps while also delivering strong personal productivity. Provide excellent customer service after the sale, which builds customer appreciation and loyalty, and effectively teach others to do the same.

- Outgoing, upbeat, energetic and motivated.
- Strong customer service after the sale.
- Excellent prospector for new leads.
- Outstanding presentation skills.
- Skilled negotiator.
- Effective organizational skills.
- Greatly expand existing accounts.
- Strong sense of urgency.
- Enjoy being in management.
- Effective sales trainer.

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## EXPERIENCE

Company, City, State

Account Manager / Sales Manager

02/02-02/04

Managed five sales representatives for collection agency partnered with F&D Reports, Creditnell.com and Information Clearinghouse. Contacted businesses in Food and Drug Retailers and Wholesalers, Department Stores, Consumer Electronics, Toy Stores, Home Centers, Specialty Retail Stores, and Sporting Goods Outlets. Rose from sales account manager to account executive to sales manager.

- **Increased sales quotas by 60%**. Established incentives, which stimulated competitive edge in sales team, while consistently meeting personal achievement goals.
- **Doubled revenues** first year by collaborating with web designer to establish company's first website.
- Brought in company's first apparel and sporting goods stores: Bank Factors (Sterling Factors), Twins Enterprises, and Polo / Ralph Lauren.
- Initiated and led weekly cross-functional staff meetings that included collaboration and communication for all departments: Sales, Legal, Administrative, etc.
- Trained new employees including both sales and collections personnel on two-week rotations with evaluations, in client relations and customer service.
- Created sales events. Booked company presence at trade shows; created presentation materials and represented company at trade show booths. Made presentations at trade show dinner meetings.
- Helped create an industry magazine sent out to all suppliers allocating accounts that had been reported delinquent, non-payment, bank issues, which brought in new clients, and stimulated conversation between clients and sales. Designed / created additional marketing and sales materials including brochures and industry-specific PowerPoint presentations.
- Created "Eggs Over" – a highly useful and beneficial, large-scale history of delinquent accounts that stimulated conversations with clients leading to increased sales activity.

**Organization, City, State**

**Hotline Worker / Rape Advocate** (Part Time)

08/02-Present

Additional employment that allows giving something back to the community in the setting of a non-profit organization. Provide counseling, crisis intervention, information and referrals. Received an extensive, 30-hour training to give appropriate support to callers.

**School, City, State**

**Director** (Day Care)

03/01-01/02

Built the program to new levels, while overseeing daily center operations including staff scheduling, billing, accounts receivable, accounts payable, and inventory.

- Took over leadership from a director who had not been very proactive, and quickly **increased enrollment by 70%** for program providing day care to ages 0 to 6. Built attendance by creating a series of new programs: development of an entirely new summer camping program for ages 0 to 12, plus “Babies Are Us”, “Tell A Friend”, “Guest Lessons” and “Cooking With Math” – all of which added enrollments.
- Recruited, hired, and trained new staff members. Held weekly meetings to discuss curriculum and staff issues.
- Complied with all NYC and NYS requirements, health codes and laws.
- Developed training procedures for all staff. Licensed all teachers for First Aid / CPR.
- Worked with the educational coordinator to develop curriculum for children with special needs. Collaborated with specialists to develop / implement treatment / intervention programs.

**School, City, State**

**Lead Teacher** (Day Care)

02/00-03/01

Developed curriculum, assisted in setting up program for team teaching.

- Received award for the “**Most Dedicated Teacher.**”
- Attended all open houses. Gave school tours in director’s absence.

**Company, City, State**

**Sales Representative**

9/98-01/00

Represented collection agency serving the food and drug industry: distributors, wholesalers, retailers, manufactures, meat suppliers and bakeries.

- Served over 100 clients by monitoring accounts receivable and weekly aging reports to increase steady cash flow. Evaluated the activities and products of competition.
- **Number 1 in sales for 6 consecutive months** (04/03-10/03) in a row.
- Increased **collection placements by 35%** with a gross net increase of **20% in profits**. Also directly assisted collections department. Grew existing accounts.
- Developed strong relationships with participants by researching and understanding their direct marketing needs and responding quickly and effectively to their concerns and problems.
- Supported and added to the development and implementation of strategic sales plans. Recommended an incentive plan to get sales to push harder and be more competitive.

## EDUCATION

**B.S., Psychology**, Reallygood University, 1998.