

WILLIAM (“BILL”) JOELING-RICHARDSON

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Territory Sales Manager / Sales Representative

Strong closer with outstanding sales and analytical skills. Typically double or triple territory productivity within first one to two years. Inspire confidence and trust, build repeat business, and establish new accounts no one else thought possible to open. Provide service after sales that is extremely valued by clients, which leads to additional sales. Quickly become expert in all lines represent. Consistently outgoing, organized and enthusiastic. Used SPIN selling methodologies to establish prospects' and customers' perceived needs and fill them long before concept became popularized. Outstanding at training new sales talent and leading sales training seminars. Combine marketing know-how with selling savvy.

EXPERIENCE

Yankelow Paper Company, Santa Rosa, CA
Sales Manager, Northern California

1999-Present

Market and sell printed goods and packaging products to retail chains, single retail outlets, office buildings, the hospitality industry and others. Service existing accounts, establish new accounts. Sole responsibility for sales territory, which includes San Francisco and Peninsula. In addition train and supervise five highly successful representatives. Keep up-to-date on new product lines. Increase sales with introduction of new lines to existing clients.

- Sample accounts include: Safeway, Ralph's, Westin Hotels, Shorenstein Office Realty.
- Increased territory sales by **50%** in first year with company.
- Increased number of overall accounts by **70%**.
- Trained five reps and helped team increase sales by **94%** in 2001 and by **121%** in 2002, while simultaneously increasing personal productivity at **125%** or more of quota each quarter.

Scrimluken International, Waldo, CA
Key Account Sales Representative

1995-1998

Rented, leased and sold coin-operated sports games. Covered territory from Monterey to Oregon border, working generally with hotels, bars and restaurants. Prepared management reports and participated in development of marketing strategies.

- Built **most productive territory** out of 11 territories nationwide.
- Increased number of accounts by **1000%**.
- Created and implemented successful promotions that included contests, sports leagues, celebrity challenges and charity events.

Food Vendors, Inc., San Francisco, CA
Sales Manager

1993-1994

Food vending sales. Promoted rapidly. Managed eight food carts in downtown financial district, and supervised 10 part time staff. Ensured quality control and highly coordinated scheduling. Maintained supplies, service contract relationships and careful accounting of cash flow. Increased sales by **14%** first year, **32%** second year.

Highmark Coffee Service, Alpine Meadows, CO
Sales Manager

1988-1992

Established new commercial coffee service accounts and serviced existing customers. Clientele included restaurants, bars, hotels and office buildings. Products sold included Boyd's coffee line, Crystal Lite, Lipton Cup-a-Soup, and many other nationally known brands. Also introduced new brands during special promotions. Made deliveries, repaired coffee machines, and held taste testing seminars, which consistently resulted in increased sales.

- **Increased number of accounts from fewer than 20 to more than 175 (800%).**
- Hired two additional full time sales representatives to help manage the expanded sales volume.

EDUCATION / AFFILIATIONS

B.A., Interpersonal Communications, University of Colorado, Boulder, CO

National Retail and Consumer Sales Managers Association, 1995-Present

Volunteer, San Francisco Chapter of American Red Cross, 1998-Present