

Jennifer Wood

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PERSONAL STATEMENT

A hard-working, knowledgeable and target-oriented Sales Manager with an extensive successful sales record. Builds and maintains a loyal client base through strong relationship-building skills, and excels at devising strategies for increased sales. Skilled in bringing out the best in staff; able to manage effectively and recruit talent. Strong organisational and time management ability; skilled in planning, scheduling and meeting deadlines. Driven to succeed; a valuable addition to a forward-thinking company with strong opportunities for progression.

KEY ACHIEVEMENTS

- **Company:** Achieved area sales of £2.2m in one year
- **Company:** Drove [item] sales up from 400 to 1000 a week
- **Company:** Won the Rising Star Award (date)
- **Company:** Achieved #1 adviser in eight out of 12 months, and was ranked in the in top four every month
- **Company:** Achieved record-breaking sales of £36k. Consistently brought in half of the overall monthly sales target
- **Company:** Won Top Seller Prize for two consecutive months, securing 155% and 203% of monthly targets

EMPLOYMENT HISTORY

12/2014 – Present

Sales Manager, Company

- Identifies and generates leads through networking, cold-calling and marketing, converting into key accounts
- Emphasises product features based on customers' needs and up-sell/cross-sell IT products/services
- Manages the sales cycle from inception to execution
- Manages high-profile corporate accounts
- Full ownership of P&L to achieve revenue growth and gross profit stream
- Coordinates and leads service review meetings to ensure customer satisfaction and SLAs are being met
- Conducts bid analysis and deal execution, ensuring to buy, sell and renegotiate/renew contracts at best prices
- Writes formal responses to RFQ/RFPs
- Uses CRM and ERP systems to record data
- Key role in developing the team: conducting appraisals, one-to-ones, training and mentoring

10/2013 – 12/2014

Marketing Sales Executive/Account Manager, Company

- Built sales roadmap in line with sales targets across the portfolio of B2B brands
- Identified and reviewed clients' marketing requirements in order to create tailored solutions
- Constructed and presented presentations/proposals to clients based on their marketing objectives
- Provided excellent agency servicing consisting of regular meetings, monthly presentations, agreed response times on RFPs and in-depth post-campaign reporting
- Expanded client base by setting up meetings and telephoning marketing decision-makers and agencies

- Achieved monthly/quarterly revenue targets
- Provided accurate revenue forecasts to Sales Manager on a weekly basis
- Generated and targeted leads in specialist market/industries
- Used and monitored Salesforce, accurately inputting data and ensuring applications were up to date executing stock and warehouse check processes, management reporting to Credit Committees and MT Commodities

06/2012 – 10/2013

Sales Executive, Company

- Sourced leads and cold-called to promote the products, and regularly called/visited both new and existing customers to discuss requirements, negotiate terms and maximise business opportunities
- Built and retained long-term friendships/relationships with customers
- Acted as key point of contact for the company, ensured a high standard of customer service by discussing technical problems or repairs required and recommending suitable products
- Responsible for negotiating contracts from year to year (i.e. price increases and stock agreements)

EDUCATION

10/2009 – 08/2012

BA: Business Management

University, City, Country

Key Modules:

Business Skills; Operations Management; Economics, Business and Sustainability; Financial Accounting; Marketing Principles; Organisational Behaviour and Analysis; Business Ethics; Business Decision-Making

10/2007 – 08/2009

A Levels: Maths (C) Business Studies (A) Further Maths (B)

School, City, Country

- IHG: Sales Approach and Coaching
- NVQ Level 3: Business Administration and Customer Care
- ALDP Level 1: Leadership Fundamentals, Crucial Conversations, Project Delivery, Strength Based Leadership, Presentation skills
- Focus of degree, eg this included modules in social media management and public speaking

SOFTWARE

Microsoft Office (PowerPoint, Word, Excel and Outlook), CRM and ERP systems

PERSONAL INTERESTS

Parasailing, mountain climbing, travelling and mountain biking

REFERENCES ON REQUEST