

Rachel Vaughan

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Personal Profile Statement / Career Objective

I am an approachable, motivated and confident Sales Executive with the ability to excel sales targets and make a real difference in the organisation's revenue generation. I have expert knowledge of the selling process and I fully recognize the human and emotional aspects of buying and selling. I possess strong social skills that enable me to be a strong relationship builder with clients, colleagues and third-party stakeholders.

Achievements

- ✓ Employee of the Month at Sky for excelling sales targets
- ✓ 1st class Hons degree in BSc Business and Management
- ✓ Three A levels at grades AAB

Education

2011 – 2014	BA Business and Management	Brunel University
Grade achieved:	1:1	

Relevant modules:

- Marketing Management
- Sales, Revenue Generation and Receivables
- Retail Management and Applications
- Consumer Behaviour
- Market Trends and Analysis

2010 – 2012	A Levels	Newman College
Results:	Economics: A	Business Studies: A Geography: B

2003 – 2010	GCSEs	East High School
Results:	11 GCSEs at Grades A*-C.	

Employment and Work Experience

Aug 2015 - Present	Sales Executive	Nestle Foods
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Main duties performed:

- Meeting and greeting customers and making them feel welcome
- Devising and implementing the organisation's sales strategies
- Finding new channels for selling and distribution of products
- Building rapport with a customer and subsequently closing the deal

- Building relationships with new customers and distributors
- Maintaining good business relationships with existing clients
- Liaising with suppliers and manufacturers on a daily basis
- Holding meetings to discuss progress of existing projects
- Deal with customer feedback, enquiries, complaints and refunds
- Liaising with head office to ensure relevant stock is delivered on time
- Responsible for the marketing and advertising on new and existing products
- Increasing the visibility of Nestle products via implementing POS displays
- Using negotiation and communication skills to sell new products in small retail outlets to maximise shelf space and increase market share
- Participating in meetings with the organisation's board of directors

Jul 2014 – Aug 2015

Sky Sales Graduate Scheme

Sky

Main duties performed:

- Communicating in a B2C environment in retail shopping centres to build a rapport with potential customers to inform them about Sky bundles
- Working in a team of three to ensure sales targets are met and exceeded
- Being trusted with representing Sky at events such as European Marketing week
- Sponsored to gain a diploma in strategic sales
- Regularly reviewing sales strategies and targets with Sales Managers

Professional Training and Qualifications

- CIM Level 7 Diploma in Strategic Sales Practice
- CIM Certificate in Professional Marketing

Skills

- ✓ Expert knowledge of the selling process and effective sales techniques
- ✓ Social Media (Facebook, Twitter, LinkedIn etc)
- ✓ Excellent communicator and Relationship builder Skills
- ✓ Pro-active, organised and an individual and team player
- ✓ Motivated in a target-driven environment
- ✓ Optimistic and a positive can-do attitude

Hobbies and Interests

I enjoy socialising with friends and family as well as keeping up to date with current affairs. In addition, I am a keen enthusiast for cricket and enjoy watching both international and local twenty-20 cricket.

References

Mr Kevin Peacock

Head of Marketing, Nestle Foods

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Mr Paul Flanders

Sales Executive, Sky

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