

**Sales Management  
Marketing & Promotions  
Trade Show Coordination**

**NAME**

---

Address

Telephone

**Experience:**

**SALES MANAGER**

**ASSOCIATES** • City, State

1985 to present

- Manage sales organization for manufacturers' rep agency representing a multi-product sporting goods line.
- Oversee forecasting, budgeting, quotas, and commissions.
- Organized campaign to solicit additional product representation.
- Assisted in developing vendor sales training manual, company bio-graphical manual, and sales literature.
- Provide inside sales support to key accounts.
- Assist in market research and product wear-testing programs.
- Supported in establishing a national network of manufacturer's reps.

**CONSULTANT**

**EXHIBIT CENTER** • City, State

1985

- Developed effective telemarketing policies and procedures.
- Increased sales/call ratio, generated major new business, and im-proved customer follow-up.

**MEETING PLANNER/SALES ASSISTANT**

**CORPORATION** • City, State

1980 to 1985

- Acted as liaison between large sales force and footwear manufacturer.
- Analyzed sales reports, forecasts, budgets, quotas, and commissions.
- Assisted Advertising Manager in the creation of promotional mater-als including point-of-sale kits, posters, and premiums.
- Supported in all aspects of celebrity promotions including scheduling, publicity, and coordination with athletes, coaches, teams, and agents.
- Organized national & regional sales meetings/seminars; oversaw agenda preparation, site selection & negotiation, program planning, production of promotional materials, liaison with facilities, shipping, and post-meeting evaluation process.
- Coordinated major trade show planning; supervised contracting, set-up and dismantling of exhibit space, and arrangements for accom-modations and transportation.

**OFFICE MANAGER**

**LAW OFFICES** • City, State

1974 to 1980

**Education:**

**ASSOCIATE OF SCIENCE**

**SCHOOL** • City, State

1974

**CONTINUING EDUCATION**

Successful Selling, Meeting Planning, Time Management, Accounting, Computer Technology & Applications.

**References:**

Available upon request