

# JOHN DOE

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## SUMMARY OF QUALIFICATIONS:

Highly accomplished **Sales Executive** with a reputation for achieving sales, revenue, and market share goals using exceptional relationship building, persuasive sales techniques, and more than 13-years of profit-driven sales and marketing success.

### Professional Skills and Achievements Include :

- Consistently producing year-over-year sales, revenue, and profit margin growth
- Building partnerships, establishing customer trust and cultivating customer loyalty
- Creating strategies to cultivate and expand “sell-in” and “sell-through” sales
- Identifying new markets, launching products, and generating high profit business
- Conducting high impact presentations to large groups using public speaking skills
- Educating clients and preparing clear, concise, and well-documented sales reports
- Clear understanding of the IT and development environment

## PROFESSIONAL EXPERIENCE:

**Employer’s Name Removed for Confidentiality - Menlo Park, California**  
(March 1985 - Present)

### STRATEGIC ACCOUNTS SALES REPRESENTATIVE (1996 - Present)

Profitably developed, expanded, and managed sales of “leading edge” information technology, data networks, and e-business solutions to early start-up, existing, and Fortune 500 corporations nationwide. Praised for being a primary revenue producer and generated annual sales of as much as \$27 million.

### Achievements and Accomplishments :

- Represented the company in the Strategic Sales Area for the System Integrator / Software Development Group’s sell-in and sell-through markets and executed “success-driven” action plans designed to secure major accounts, meet aggressive market competition, and produce of as much as 125% of sales quota.
- Entrusted with increasingly higher annual sales quotas, developed sales with some of *Sun Microsystems*’ most important Named Accounts, and delivered exceptional sales results each year.
- Consistently achieved individual and corporate sales and revenue objectives in Electronic Commerce, ERP, Document Management and Software Development using creativity, tactical sales planning, and proven “business-to-business” sales techniques.
- Traveled extensively, helped launch new system integration and software products, assumed responsibility for complex corporate accounts, and built a pipeline of new corporate business.
- Partnered with the company’s Market Development Group to create marketing and product support programs designed build sales within each account and position *Sun Microsystems* as the primary choice for IT, data networks, and e-business solutions.

## PROFESSIONAL EXPERIENCE:

### **Employer's Name Removed for Confidentiality - Menlo Park, California**

*(continued)*

#### **STRATEGIC ACCOUNTS SALES REPRESENTATIVE**

*(continued)*

##### **Achievements and Accomplishments :**

- Formulated and implemented account strategies designed to produce low cost, high profit business, attain customer satisfaction goals, and develop customer solutions based on needs assessment, technology, and long-term customer support.
- Established positive long-term customer relationships with CEO's, CIO's, CFO's, and other key corporate decision-makers based on trust, excellent listening skills, product expertise, and ability to provide product solutions that promoted value to each client.
- Cultivated product loyalty and built solid partnerships with major sell-through corporate partners.
- Awarded numerous special bonuses, commended for sales excellence, earned Sunrise Club honors five times, and exceeded 100% of sales goals six consecutive years. Runner-up for the Region's 2001 Sales Representative of the Year honors.

#### **PROGRAM MANAGER**

*(1990 - 1996)*

Served as the primary point of contact and liaison between *Sun Microsystems'* field sales team and the company's ISV Strategic Partners.

##### **Achievements and Accomplishments :**

- Instrumental in creating, rolling-out, and managing *Sun Microsystems'* first "ISV" Premier Program.
- Conceived and implemented short-range and long-range marketing plans to expand market presence and support multiple products and services.

## EDUCATION AND TRAINING:

### **POST GRADUATE STUDIES - BUSINESS ADMINISTRATION**

California State University, Sacramento

### **BACHELOR OF ARTS DEGREE – BUSINESS ADMINISTRATION**

San Francisco State University - San Francisco, California

#### **Special Training / Continuing Education :** *(partial listing)*

- Strategic Selling, Negotiations, Management, and Supervisory Training – Sun Microsystems
- Solution Selling and Effective Speaking Courses - Dale Carnegie

*References Available Upon Request*