



KATE MCDAVIES

Small Business Sales Manager 📍 LOS ANGELES, CA 90291, UNITED STATES

○ DETAILS ○

1515 Pacific Ave, Los Angeles, CA
90291, United States
email@email.com

PLACE OF BIRTH
San Antonio

NATIONALITY
American

DRIVING LICENSE
Full

○ LINKS ○

[Twitter](#)

[FaceBook](#)

[LinkedIn](#)

○ SKILLS ○

Sales Management

Training & Coaching

Project Planning

Online Marketing

Roadshows

Strategic Marketing

SalesForce

New Business Development

Financial Management

CRM Systems

👤 PROFILE

Experienced Small Business Sales Manager with ten years' experience seeking employment within Retail Products as Sales Manager with a focus to improve sales turnover and positively impact company revenue. Was instrumental in increasing quarterly sales performance by 30% in during the last six months and leadership tenure is back by an MBA and numerous diplomas in coaching and training methodologies.

📁 EMPLOYMENT HISTORY

📍 Sales Manager at Baseline Electronics, Knoxville TN,

May 2012 – February 2019

Accomplishments: Responsible for establishing six new client territories across the Mid-West region within eighteen months. Reduced cost of sale expenses by thirty percent after signing with a new courier third party.

- Build creative sales strategies to increase customer satisfaction and attain business sales goals.
- Conduct reviews of departmental sales performance and compare these against expected targets to identify areas for improvement.
- Use analytics to populate data sets and compile reports for executives
- Actively involved in research efforts to identify new marketing strategies, business opportunities and the performance of competitors.
- Track overall sales activities and allocate resources in sales areas that require additional sales consultants to handle the sudden influx of new business.
- Participates in trade shows, sales workshops, sales seminars, and events on behalf of the business to increase visibility.
- Stay on top of new trends and innovation within the industry.
- Continuously network by staying an active member of relevant industry bodies locally and internationally where applicable.
- Cultivate relationships with prospective new clients and by introducing sales consultants to them
- Develop training plans and career paths for subordinates
- Collaborate with internal stakeholders such as finance and HR departments regarding budgets and recruitment needs.
- Conduct performance reviews and career planning sessions with members of the sales team

📍 Assistant Sales Manager at Silicon Technology Distribution, Nashville, TN


February 2009 – March 2012

Accomplishments: Reduced sales consultant staff turnover from 40% to 10.5% within 12 months. Increased sales by 15% year on year.

- Handle customer complaints regarding sales and service
- Prepare budgets and approve expenses
- Track customer preferences to determine where the focus of sales efforts should be
- Analyze sales statistics and activity metrics
- Conduct sales projections regarding products and client territories and forecast individual billings for sales staff Determine discount rates or special pricing plans

- Develop plans to drive new business development, through direct sales techniques, cold calling, and business-to-business marketing visits
- Allocate sales territories and set sales quotas
- Plan and coordinate training programs for sales staff
- Conduct Performance Reviews

EDUCATION

 University of Arizona, Phoenix, AR

August 2003 – September 2006


Degree: Bachelor of Communication Science

 Tennessee Tech University, Cookeville, TN


July 2014 – February 2018

Degree: Master of Business Administration

COURSES

 Certificate in Organizational Leadership, Liberty University Online

April 2013 – March 2014

 Diploma in Financial Management, Grand Canyon University

September 2011 – November 2013