

Kate McDavies



Small Business Sales Manager

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Place of birth	San Antonio	Nationality	American
Driving license	Full	Links	Twitter , FaceBook , LinkedIn

01 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.

02 EMPLOYMENT HISTORY

05/2012 – 02/2019

Sales Manager at Baseline Electronics

Knoxville TN,

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

02/2009 – 03/2012

Assistant Sales Manager at Silicon Technology Distribution

Nashville, TN

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

03 EDUCATION

08/2003 – 09/2006

University of Arizona

Phoenix, AR

Bachelor of Communication Science

07/2014 – 02/2018

Tennessee Tech University

Cookeville, TN

Master of Business Administration

04 SKILLS

Sales Management	● ● ● ● ●	Training & Coaching	● ● ● ● ●
Project Planning	● ● ● ● ●	Online Marketing	● ● ● ● ●
Roadshows	● ● ● ● ●	Strategic Marketing	● ● ● ● ●
SalesForce	● ● ● ● ●	New Business Development	● ● ● ● ●
Financial Management	● ● ● ● ●	CRM Systems	● ● ● ● ●

05 COURSES

04/2013 – 03/2014

Certificate in Organizational Leadership at Liberty University Online

09/2011 – 11/2013

Diploma in Financial Management at Grand Canyon University