

# KATE MCDAVIES

Small Business Sales Manager

## INFO

### ADDRESS

1515 Pacific Ave, Los Angeles,  
CA 90291, United States

### EMAIL

email@email.com

## LINKS

[Twitter](#)

[FaceBook](#)

[LinkedIn](#)

## SKILLS

Sales Management



Training & Coaching



Project Planning



Online Marketing



Roadshows



Strategic Marketing



SalesForce



New Business Development

## 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, Baseline Electronics

Knoxville TN,

May 2012 - Feb 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

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Financial Management

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CRM Systems

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- 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, Silicon Technology Distribution**

Nashville, TN

Feb 2009 - Mar 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

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## **EDUCATION**

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### **University of Arizona, Bachelor of Communication Science**

Phoenix, AR

Aug 2003 - Sep 2006

### **Tennessee Tech University, Master of Business Administration**

Cookeville, TN

Jul 2014 - Feb 2018

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## **COURSES**

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### **Certificate in Organizational Leadership, Liberty University Online**

Apr 2013 - Mar 2014

### **Diploma in Financial Management, Grand Canyon University**

Sep 2011 - Nov 2013

