

Kate McDavies, Small Business Sales Manager

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Place of birth	San Antonio	Driving license	Full
Nationality	American		

LINKS [Twitter](#), [FaceBook](#), [LinkedIn](#)

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

May 2012 – Feb 2019 **Sales Manager, 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

Feb 2009 – Mar 2012 **Assistant Sales Manager, 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

EDUCATION

Aug 2003 – Sep 2006 **University of Arizona, Bachelor of Communication Science** Phoenix, AR

Jul 2014 – Feb 2018 **Tennessee Tech University, Master of Business Administration** Cookeville, TN

SKILLS	Sales Management	Expert	Training & Coaching	Expert
	Project Planning	Expert	Online Marketing	Skillful
	Roadshows	Experienced	Strategic Marketing	Expert
	SalesForce	Experienced	New Business Development	Expert
	Financial Management	Skillful	CRM Systems	Expert

COURSES

Apr 2013 – Mar 2014	Certificate in Organizational Leadership, Liberty University Online
Sep 2011 – Nov 2013	Diploma in Financial Management, Grand Canyon University