

KATE MCDAVIES

Small Business Sales Manager

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](#)

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.

EXPERIENCE

❖ **Sales Manager, Baseline Electronics** 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. Knoxville TN,

- 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, Silicon Technology Distribution** 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. Nashville, TN

- 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** Aug 2003 – Sep 2006
Bachelor of Communication Science Phoenix, AR
- ❖ **Tennessee Tech University** Jul 2014 – Feb 2018
Master of Business Administration Cookeville, TN

SKILLS

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| Sales Management <i>Expert</i> | Training & Coaching <i>Expert</i> |
| Project Planning <i>Expert</i> | Online Marketing <i>Skillful</i> |
| Roadshows <i>Experienced</i> | Strategic Marketing <i>Expert</i> |
| SalesForce <i>Experienced</i> | New Business Development <i>Expert</i> |
| Financial Management <i>Skillful</i> | CRM Systems <i>Expert</i> |

COURSES

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