

Kate McDavies

Small Business Sales Manager



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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.

Employment History

May 2012 – Feb 2019

[KNOXVILLE TN,](#)

Sales Manager

Baseline Electronics

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

NASHVILLE, TN

Assistant Sales Manager Silicon Technology Distribution

*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

PHOENIX, AR

University of Arizona Bachelor of Communication Science

Jul 2014 – Feb 2018

COOKEVILLE, TN

Tennessee Tech University Master of Business Administration

Skills

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

Courses

Apr 2013 – Mar 2014

LIBERTY UNIVERSITY ONLINE

Certificate in Organizational Leadership

Sep 2011 – Nov 2013

GRAND CANYON UNIVERSITY

Diploma in Financial Management

