

THIS IS RESUME JOE CONNOR WROTE FOR SB. THIS RESUME RESULTED IN INTERVIEWS FOR CLIENT, SB.

SB

**Address ~ City, State Zip
(XYZ) XYZ-XYZ ~ client@emailaddress.com**

SUMMARY OF QUALIFICATIONS

- Seasoned, results-driven consumer electronics sales leader with 15 years of hands-on experience consistently exceeding sales goals and successfully hiring, training, motivating, managing and leading teams.
- Currently lead an XYZ Department at EMPLOYER that ranks No. 1 in the district in sales volume.
- Proven track record of successfully training associates on best practices of product sales.
- Solid oral presentation skills, training associates in group settings as well as one-on-one.
- Proficient with Microsoft Office suite, willing to travel and willing to work nights, weekends and holidays.

PROFESSIONAL EXPERIENCE

EMPLOYER, City, California 2011-Present

JOB TITLE

- Currently lead a department that ranks No. 1 in the district in sales volume.
- Improved third quarter sales by over 30 percent as compared to the same period a year ago.
- Consistently persuade at least 30 percent of appliance buyers to purchase a warranty.
- Train and supervise a staff of four associates, including recruiting and hiring personnel.
- Train associates from other departments on best practices of appliance sales.
- Perform training with associates one-on-one as well as in a group setting.

EMPLOYER, City, California 2010

JOB TITLE

- Built relationships with home owners, contractors, inspectors and officers in managing 274 homes.
- Increased assets 25 percent while maintaining income and without having to increase monthly HOA dues.
- Supervised multiple maintenance and new equipment projects, including for a new gym and playground.

EMPLOYER, City, California 2004-2009

JOB TITLE (2006-2009)

- Groomed five sales associates that grew within the company and earned Department of the Month awards.
- Improved customer service by reducing customer complaints and lowering returns from 15 percent to 5 percent.

JOB TITLE (2004-2006)

- Generated \$1.3 million in annual personal appliances sales, exceeding \$1.1 million sales target by 10 percent, and developed the sales lead program that resulted in \$2.4 million in overall sales.

EMPLOYER, City, California 2001-2003

JOB TITLE

- Built the company's residential, high-end home theater business from the ground up, developing the sales and marketing plan as well as hiring, training and supervising four installation technicians.
- Grew business from \$100,000 in annual revenues to more than \$1 million within three years and built relationships with electronics manufacturers, retailers, contractors, architects and designers.
- Established vendor partnerships resulting in a 20 percent reduction in cost of goods sold.

EMPLOYER, City, California 1995-2001

JOB TITLE

- Part of a team that recruited, hired, trained and managed 25 sales representatives to open a new, 45,000 square foot Multimedia Superstore location and personally supervised the XYZ department and its eight associates.
- Generated \$10 million in annual sales and increased sales 10 percent and gross margin 5 percent.

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