

SUMMARY

Results driven sales professional with extensive sales and marketing experience in retail, wholesale, and manufacturing arenas. Known for surpassing targets in sales and customer retention. **Demonstrated success in achieving sales and marketing goals and objectives bringing leadership and the ability to developing strategies to increase company profit.**

KEY SKILLS

- Sales Training – New Hires
- Sales Meeting Facilitator
- Company Relations / Public Speaking
- Customer Satisfaction Specialist
- Product Merchandising Schematics
- Developing Geographic Territories
- Strategic Sales Forecasting
- Sales Development Director
- Marketing Strategies
- Beverage Equipment / Placement Specialist
- Food Service Distributor – Training Seminars
- Distributor Manager – Nestle Foods Service
- End User Product Specialist
- Key Account Sales Growth

PROFESSIONAL EXPERIENCE**NESTLE BRANDS FOOD SERVICE PRODUCTS, Yorba Linda, CA****3 years***Worlds Largest Food Company***Operator Account Manager – creating and managing new food service customers**

- Increased Food Service sales in my area by 150% by strategically targeting new opportunities.
- \$50,000 increase in sales from extensive results in developing 9 geographic territories.
- First place award, best in 10 Western States, Stouffer's Food Service sales contest.
- Conducted distributor district sales seminars and product training for Sysco Market Associates.
- Distribution manager and End User Specialist, teaching multi use product applications
- Conducted divisional sales meetings and training sessions.

NESTLE FROZEN FOODS/ Stouffers Division, Yorba Linda, CA.**10 years***Largest Frozen Food Company in the United States***Account Manager, Stater Bros. Markets and Albertson's /Max Foods**

Functioned as the key link between these Grocery Store Headquarters and Stouffer Foods

- Achieved more than \$5 million in yearly sales.
- Planned and executed sales analysis, projections, promotions and advertising, resulting in two consecutive years of sales increases over 20% each year.
- Managed strategic sales forecasting and product merchandising.
- Conducted sales training for new sales representatives, over a four year period.
- Stouffer's Direct Sales Merchandiser of the Year Award, Best in the USA.

DIAL ONE BALLARD, HEATING / A.C. Riverside, CA**2 Years***Number one HVAC Company in Riverside, CA***Field Supervisor / Sales Advisor**

Conducted residential Heating / AC surveys- needs analysis surveys at client's homes and sold them.

- Successfully completed New Millennium Academy, Million Dollar Crown Champion Training
- Surpassed goal of \$1,000,000 in sales, in my first 12 months, in this new industry by successfully implementing advanced "Fast Start" training techniques and procedures.
- Surpassed goal of selling over 200 installs in my first 12 months, due to "Goal/Plan" implementation and follow through.
- Attended and passed in the top of my class: International Service Leadership Training. (ISL).

MOTOR CARGO REGIONAL LTL CARRIER, Rialto, CA**2 years***Leading LTL- Less Than Truckload freight carrier in 10 western states***Sales Account Executive/ Transportation Services**

Accomplished new sales development of existing clients and cold calling potential clients.

- Development and increased to 119% of quota, the direct sales, of my geographic territory.
- Negotiated intrastate and interstate contracts with new as well as existing customers.
- Saved four potential lost clients by Customer Service development and "Systematic Trouble Shooting"

PROFESSIONAL DEVELOPMENT / TRAINING

- B.A. Communications, Minor: Marketing, California University, Long Beach. Graduated Cum Laude.
- Certificate Sales & Marketing Management. Coastline Community College, Costa Mesa, CA.
- Numerous continued education classes in management, sales development, customer service, and communications, while attending Nestle Training Schools and Riverside Community College.

PROFESSIONAL AFFILIATIONS AND AWARDS

- Past Officer and Board of Directors Member of the Food Industry Sales Association (FISA)
- Two time winner, Sales person of the year award Food Industry Sales Association
- Currently hold an active California State Life/Health Insurance License
- Past Executive Board and Marketing Manager for Experience Unlimited, Temecula, CA
- Training facilitator, Experience Unlimited, Corona, CA
- Past officer chairs, fundraising chairman, the Temecula Valley Elks Lodge