



Kate McDavies, Small Business Sales Manager

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DETAILS

1515 Pacific Ave

Los Angeles, CA 90291, United States

DATE / PLACE OF BIRTH

San Antonio

NATIONALITY

American

DRIVING LICENSE

Full

LINKS

[Twitter](#)

[FaceBook](#)

[LinkedIn](#)

SKILLS

Sales Management

Training & Coaching

Project Planning

Online Marketing

Roadshows

Strategic Marketing

SalesForce

New Business Development

Financial Management

CRM Systems

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

Sales Manager, Baseline Electronics

May 2012 – Feb 2019, 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

Assistant Sales Manager, Silicon Technology Distribution

Feb 2009 – Mar 2012, 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

University of Arizona, Bachelor of Communication Science

Aug 2003 – Sep 2006, Phoenix, AR

Tennessee Tech University, Master of Business Administration

Jul 2014 – Feb 2018, Cookeville, TN

COURSES

Certificate in Organizational Leadership, Liberty University Online

Apr 2013 – Mar 2014

Diploma in Financial Management, Grand Canyon University

Sep 2011 – Nov 2013