

# CONSULTATIVE SALES

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## CONSULTATIVE SALES / BRAND POSITIONING & DEVELOPMENT / MERCHANDISING – POG DESIGN DISTRIBUTOR MANAGEMENT / TRAINING & DEVELOPMENT / STRATEGY & RELATIONSHIPS

Proven Consumer Goods Sales Executive with exceptional talent for building and nurturing relationships with key decision makers. Astute, strategic consultant who delivers ethical and trusted business advice, representing the industry's leading brands to drive growth and profitability. Certified Retail Selling Skills Instructor who utilizes training, experience and creative leadership to develop and hone team talent while consistently delivering exceptional customer service through a polished, professional image.

### KEY STRENGTHS:

Strategist | Complex Negotiator | Brand Positioning | Creative Leadership | Distributor Management  
Training & Development | B2B & B2C Communications | Budgeting | Consultative Sales | Multi-Location Management  
Relationship Management | Merchandising/POG Design | Key Account Management | Public Speaking/Presentations

### CAREER ACCOMPLISHMENTS

- **STRATEGIC DEVELOPMENT & EXPANSION** – Realized 6% sales increase in 2014 through nurturing 250 single- and multi-store regional accounts within \$6MM sales territory. Facilitated all management/distributorship oversight and direction with ongoing growth and successes.
- **DYNAMIC LEADERSHIP & OVERSIGHT** – Instrumental in maintaining key retailers' marketplace leadership positions through direct management of 2 regional multi-store chains, utilizing expertise in account development tools such as trade-spend investments, associate training, new product presentations, POG design, planned business reviews and credit processing. Utilized leadership and training expertise to maximize operational efficiencies and consistently provide a positive and unique customer experience.
- **ASTUTE BUSINESS MANAGEMENT EXECUTIVE** – Successfully presented product seminars to retail store associates and conducted Retail Selling Skills seminar modules to develop internal talent on various key business management strategies, increasing product recommendations and delivering sound advice to retail partners while adhering to corporate ROI expectations.

*"Chris took over an undeveloped New England of the three upper states and made it a pivotal area for the whole Eastern United States. Chris is an extraordinarily gifted sales manager. Understated, but able to bond quickly and deliver real value to his retailers as well as being a fantastic employee to supervise."*

### PROFESSIONAL HISTORY

**Mars PetCare**, Greensburg, PA

**Territory Manager**

**1995 - 2014**

Promoted and managed territory that included Maine and New Hampshire through face-to-face B2B communications and product promotion to regional chains, independent stores and local Petcos and PetsMarts. Grew territory for premium pet food products from infancy to 300-product portfolio with 20% market share through educating account managers and differentiating products from competitors through quality demonstrations and value-added customer service.

- Visionary leader who served on Field Marketing Advisory Board, guiding market strategy for deeper market penetration and driving new product roll-outs.
- Delivered value-added customer service by training store staff on the features, benefits and merchandising strategies of Mars products, including delivering seminars on aspects of achieving better sales and delivering better customer service techniques.

## **Mars PetCare (Cont'd.)**

- Provided strategic business planning and operational oversight by focusing on long-term business relationships. Utilized business acumen to advise contacts on industry insight and improving store revenue streams. Provided contract representatives for weekend public outreach initiatives to increase store traffic and increase Mars product sales. Provided direct solutions to store owners/managers, compelling them to carry and promote Mars products.
- Achieved 50% margins on Greenies products (pet dental products), impacting customer product mixes by recommending product and maintaining strong site presence in each location.
- Established Mars as a market leader by educating on product lines, designing displays, performing compliance checks and delivering hands-on product demonstrations.
- Effectively communicated with key internal and external sources, consistently collaborating on all lines to foster relationship building and educate on product lines.

## **Kraft Foods, Inc., Pittsburgh, PA**

### **Sales Representative**

**1994 - 1995**

Creative and strategic representative, instrumental in roll-out of Tombstone Pizza to local chains and establishments.

- Deployed all phases of promotions to grow new product line from infancy to \$1MM in annual sales.
- Executive command of product, development and promotions to deliver brand growth.
- Effective verbal and written communicator, consistently updated key stakeholders on strategies and merchandising plans.
- Fostered & developed relationships to generate/maintain key relations with distributors, new business and key accounts.

## **Color Performance Painting Company, Color, NH**

### **Owner**

Successfully executed entrepreneurial, management and administrative tasks, including establishing budgets and cost controls, ensuring price accuracy, margin analyses, inventory management and human resources functions, for new enterprise, growing operations to \$200,000 in annual revenue.

- Ensured smooth daily operations, including securing new business, delivering contracted services, developing community presence and professional public image, and identifying and developing key talent.
- Consistently utilized business acumen to provide accurate forecasting and budgeting, forecasting and inventory management.

## **EDUCATION**

**Bachelor of Science (B.S.), Business Administration – Plymouth State University, Plymouth, NH**

## **HONORS & ACHIEVEMENTS**

Employee Engagement Champion Team Leader, 2012 – 2014  
Field Sales Onboarding Mentor, 2012 – 2014  
Field Marketing Advisor Board, 2010 – 2012  
Associate Engagement Champion for Northeast Sales Team, 2012  
Organizer, Mars Volunteer Program Events, 2008 - 2012  
Featured on Nutro Focus on dotMars, "A Day in the Life of a Nutro Sales Territory Manager," 2011  
Most Creative, Pet Food Peddler Seminar Award, 2009  
Independent Retail Sales Nomination, National Make the Difference Award, 2009  
Best Territory Northeast Award, 2007  
Territory Sales Growth Master, New England Independent Retail Division, 2004 – 2006  
Best Overall Territory, New England Independent Retail Division, 2002  
Salesperson of the Region, New England Independent Retail Division, 2001  
District Manager of the Year, United States Winner, 2001  
Sales Achievement Award, New Product Retail Placement, 1997