

# ALEX WILSON

555 Any Street | Columbus, OH 55555

H: 555-555-5555 | M: 555-555-5555 | E: tony@email.com

## SALES / ACCOUNT MANAGEMENT PROFESSIONAL

**\*\* Career characterized by achievements in B2B / B2C sales and key account acquisition and retention \*\***

**\*\* Drive unparalleled sales in start-up, high-growth, and highly saturated environments \*\***

**\*\* Exposure to pharmaceutical sales through field preceptorship \*\***

**\*\* Strong medical / science background and education \*\***

Self-motivated, results-driven leader with a solid record of success penetrating new markets, capturing key accounts, developing strong client relationships, and generating unparalleled sales and retention. Skilled in managing the sales cycle from opportunity identification to delivering high-impact presentations, differentiating features and benefits, closing accounts, and bolstering client loyalty. Comfortable in team-centric or autonomous roles where empowerment is given and accountability is expected. Adept in tailoring communication style to suit the needs of diverse audiences. Certified Strength and Conditioning Specialist. Bachelor's degree in Education. Core strengths include:

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Consultative / Solutions Selling | <input type="checkbox"/> Competitive Product Positioning | <input type="checkbox"/> Competitive Market Intelligence |
| <input type="checkbox"/> Customer Needs Assessment        | <input type="checkbox"/> Profit & Loss Management        | <input type="checkbox"/> Negotiations / Presentations    |
| <input type="checkbox"/> New Market Development           | <input type="checkbox"/> Key Account Management          | <input type="checkbox"/> New Product Introduction        |
| <input type="checkbox"/> Strategic Market Planning        | <input type="checkbox"/> Account Retention               | <input type="checkbox"/> Marketing Strategy              |
| <input type="checkbox"/> Sales Cycle Management           | <input type="checkbox"/> Sales Forecasting               | <input type="checkbox"/> Team Leadership                 |

## PROFESSIONAL EXPERIENCE

123 FITNESS, Columbus, OH

**B2B Sales Representative** (2006-Present)

Challenged to develop zero-based territory through B2B client acquisition, account development, and innovative sales and marketing strategies for a dealer/distributor of commercial fitness equipment. Identify emerging opportunities, create ROI models, produce high-impact sales presentations, and repeatedly overcome brand and competitor loyalty to win key accounts. Represent 3 major brands and 13 total lines, serving as one of the few dealers for XYZ cardio and strength equipment, a \$140M company with a focus on penetrating new markets in the state of Ohio. Develop a sound business plan to penetrate the central Ohio market, outlining key tactics, activities, and resources to ensure on-time and effective execution. Demonstrate the ability to self-motivate in an autonomous environment.

- **Grew new territory to 145 accounts, on target to exceed goal of \$300K in annual sales with a 25% margin, despite representing a higher price point product in a sensitive and aggressive market.**
- **Identified and secured key accounts in the corporate, residential, fitness, and healthcare sectors, closing such clients as [names omitted for confidentiality].**
- **Demonstrate extensive understanding of multi-line equipment features and benefits, utilizing knowledge and sales skills to develop winning proposals for B2B clients in diverse industries.**
- **Tailor and deliver effective product and sales presentations to C-level executives, independent owners, university and public sector administrators, franchisees, and sales managers.**
- **Initiated sponsorship of Condo Quest through an affiliation with the Central Ohio Building Association, an "out-of-the-box" strategy that has resulted in tremendous awareness and market penetration.**
- **Promote goodwill, loyalty, and client retention by offering value-added services including in-house training, program development, and guest lecturers.**
- **Maintain an intimate awareness of competitor offerings to effectively leverage differentiating factors including 24-hour response time, extensive part inventory, and product life span.**