

MARK SMITH

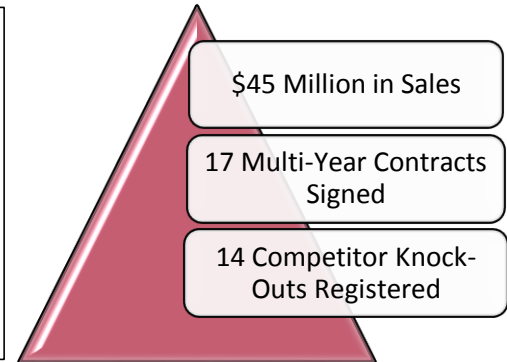
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SENIOR SALES MANAGER / ACCOUNT EXECUTIVE

Millions in Sales Revenue | #1 Ranked Sales Consultant | Master Relationship Builder

Energetic self-starter with an outstanding track record of sales success and unparalleled client relationship management skills. Industrious and innovative professional recognized for commercial acuity, tenacious nature, and consultative sales prowess. Skilled leader, communicator, and contract negotiator.

"Quite simply the best account manager I've ever seen. When it comes to sales, he's at the top of the pyramid"
– Matt Quest, Owner & President of Marquest Technologies.



Areas of Expertise

- Consultative Selling
- VIP Account Management
- Strategic & Tactical Planning
- Product/Vendor Management
- Client Relationship Management
- Business Growth & Development
- Lead Development & Networking
- Negotiating Multi-Year Contracts
- Revenue Generation
- Business Development
- RFP/RFI Management
- Profit Maximization

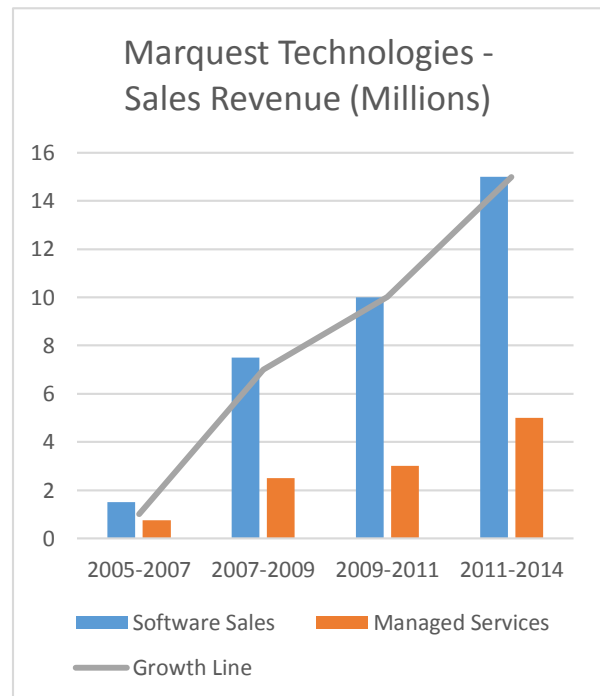
SELECTED ACHIEVEMENTS & MILESTONES

Marquest Technologies

- Leveraged an innate business acumen, natural consultative selling ability, and best-in-class client relationships management skills to deliver a record \$45 million in sales over a 9 year period for an innovative software application development firm servicing a host of major multi-national corporations.
- Set fire to the established market order previously dominated by a faceless multi-national corporation to register a remarkable 14 competitor knock-outs and become a major player in the region.

Maxwell International

- Negotiated a \$1 million 5-year contract with a provincial health authority to provide a range of services, including: business intelligence support, software development, quality assurance, and system automation.



EMPLOYMENT NARRATIVE

MARQUEST TECHNOLOGIES
Senior Account Executive, Calgary, AB

2005 to 2014

Hand-picked by the senior leadership team of an entrepreneurial technology firm to spearhead sales, business development, and relationship cultivation activities throughout Western Canada. **Generated an unprecedented \$45 million in sales from 2005 to 2014 and received 'Account Manager of the Year' award 7 years in a row (2007 to 2014)**

- **Business Development:** Tasked with blazing a trail into key target markets to win market share. Generated \$1.5 million inside the first 8 months, secured 17 multi-year contracts with a gaggle of Fortune 500 companies, and registered 14 competitor knock-outs.
- **Client Relationship Management:** Skillfully managed all key accounts to maintain an understanding of core requirements, identify existing & future sales opportunities, and ward off advances from all major competitors. Currently boast a 100% client retention rate (2005 to 2014).
- **Entrepreneurial Flair:** Visioned, researched, and pitched an idea to the executive team for new application based on a modified version of a technology currently offered to existing customers. Partnered with software development team throughout the product engineering cycle, and actively marketed the product to generate \$450,000 in additional sales within 12 months of launch.

Results In Brief

Challenge: Win Market Share

Result: Secured approximately 50% of available market to annihilate the virtual monopoly previously held by a major competitor.

Challenge: Increase Sales

Result: Consistently increased sales by at least 50% year-over-year for 9 consecutive years.

Challenge: Retain Key Clients

Result: Retained 100% of all key clients by establishing relationships based on mutual trust & confidence.

MAXWELL INTERNATIONAL
Account Executive, Calgary, AB

2002 to 2005

Recruited fresh from University by the VP, Sales and tasked with increasing sales in the central region by 25%. Leveraged an innate entrepreneurial flair and dogged determination to win new clients, secure lucrative contracts, and **increase sales in the region in excess of 75% to obliterate initial sales target. Recognized as 'Rookie of the Year' (2002 to 2003). Generated an additional \$3 million in sales from 2003 to 2005.**

- **Business Development & Account Management:** Conducted extensive research to identify prospective customers, secured an opportunity to deliver an engaging sales presentation, and won new business. Embodied the corporate motto of delivering "Customer Delight" and retained 95% of all clients.

EDUCATION, TRAINING & CERTIFICATION

Certified Sales Professional, CSP Designation - Canadian Professional Sales Association, Toronto, ON (2004)

Bachelor of Commerce Degree - University of Calgary - Calgary, Alberta (2002)

Diploma in Entrepreneurship - Mount Royal University (2000)

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Justification

Mark is a talented sales professional who really took off in his second job after finishing university. The company was sold and he didn't want to work for the new parent group, so decided to leave. To his surprise, finding another role was more challenging than he thought. His original resume was shorn of the detail and info graphics used in the version I created for him, as such the new document clearly communicated his value offered and accomplishments to date. I used a quotation from a generic reference letter provided to him by his former boss which also gave rise to the pyramid graphic used to denote his position at the top of the table.