

SHARON H. SMITHDEAL

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GENERAL SALES MANAGER / INDIRECT SALES MANAGER

Proactive, energetic, success-driven leader with an outstanding history of recruiting, developing, and motivating high-performance sales teams. Focus on setting clear expectations, holding team members accountable, and providing the training, tools, and field support necessary for success. Consistently produce excellent results and build productive partnerships.

- **Ranked in top 10% nationally** in each job category for all positions held and #1 nationally as Indirect Account Executive and Sales Merchandising Manager.
- **Developed marketing incentives, initiatives, and sales training programs** that became company-wide best practices.
- **Excelled in highly competitive wireless market** at the direct, indirect, and retail sales levels; earned multiple prestigious awards.
- **Established productive client relationships** by demonstrating thorough product knowledge, building trust, and delivering high levels of service.
- **Quickly learn new products**, adjust to change, and overcome obstacles. Superior interpersonal, communication, presentation, and analytical skills.

Core Competencies
Talent Identification
Coaching & Mentoring
Marketing Strategies
National Partner Development
Business Plan Development
New Product Launch
Sales & Product Training

PROFESSIONAL EXPERIENCE

ABC PHONE COMPANY

1995 – Present

Indirect Sales Manager (1999 – Present) — Promoted to manage national retail outlets in North Carolina territory which includes Charlotte, Raleigh, and Durham. Manage 125 national accounts and local dealers responsible for 40,000 to 50,000 handsets annually representing over \$3 million in incremental revenue. Lead and manage a team of indirect account executives and support representatives who manage relationships with Radio Shack, Sam's Club, Wireless Retail, Comp USA, local dealers, and Sprint Kiosks. Key points of contact include vice presidents, regional directors, district managers, and key store managers.

- **Captured 88% of floor share and solidified ABC as a dominant carrier of choice for each account** by building and leveraging productive account relationships.
- **Played critical role in leading Charlotte/Raleigh market to one of ABC's top-five penetrated markets** out of 96 markets nationally; territory ranked best in country for overall profitability, lowest churn, and highest percentage of indirect sales.
- **Achieved 80% of Radio Shack floor share in Charlotte/Raleigh market**; percentage was 55% higher than rest of country. Helped team build solid relationships with managers and store associates, designed training to ensure they were kept current with company products, provided exceptional ongoing support, and implemented numerous local initiatives.
- **Achieved highest growth in Northeast market for Charlotte Radio Shack sales in 2000**; placed #1 in Northeast for per-door average in Sam's Clubs in 2001; 25-market area includes Boston, D.C., and New York.
- **Led territory to attain 175% of budget in 2001 and #1 in nation per 100,000** covered in POPS for wireless retail in a competitive environment that included T-Mobile, Verizon, Cingular, and nTelos, a regional disruptive carrier.
- **Consistently met both ABC and national retail partner needs and motivated third-party sales teams and indirect account executives** through the design and implementation of sales incentives and innovative promotions and contests.

Sales & Merchandising Manager (1998 – 1999) — Challenged with rebuilding program with a history of high turnover. Molded sales representatives into a strong team that became a proving ground for retail stores. Identified and recruited talent; trained, managed, scheduled, and motivated up to 65 part-time and full-time associates. Designed contests and motivated sales representatives.

- **Generated over \$1.7 million in revenue in 1999** by developing and delivering solid training that enabled sales associates to excel; over 35% of these employees were promoted to sales and management positions.
- **Attained #1 ranking in country for sales per hour in 1999.**
- **Achieved more than 92% floor share in all stores** where sales representatives were deployed.

PROFESSIONAL EXPERIENCE

Indirect Account Executive (1995 – 1998) — Promoted to position due to outstanding success in retail environment, proven ability to train others, and record of building relationships with other representatives in existing stores. As newest executive in 1995, was challenged with turning around underperforming accounts including Dillard's, Hechts, Office Depot, and Office Max; realized a 150% sales increase for these four accounts. Managed 30 national and local third-party locations in Charlotte, NC, area. This outstanding performance led management to assign high-status Best Buy account.

- **Earned "Diamond Award" in 1997, the highest company honor;** one of 5 indirect account executives in job category to win award out of 1,000; earned 1998 "Gold Sales Award" presented to company's top-100 indirect account executives.
- **Achieved #1 national ranking in 2001 for Best Buy productivity;** as a result of performance, was selected to collaborate with national account manager to share best practices for use nationally and in the field. Provided unparalleled support and assistance to store personnel in a highly competitive market and motivated hourly retail employees through competitive contests and public recognition.
- **Made significant contributions to Charlotte team that became #1 indirect team in the country in 1997.**
- **Drove incremental sales by marketing and planning promotional events to help national accounts,** delivering comprehensive training to retail staff on company products, implementing incentive and compensation plans, and constantly assessing effectiveness of various sales programs.
- **Facilitated sales by establishing and maintaining productive relationships** with accounts' district managers, store managers, and sales associates.

Retail Sales Representative (1995) — Recruited as #1 sales representative from XYZ Communications to become lead sales representative in top retail store in Charlotte, NC, area. Conducted cold calling via phone and in-person.

- **Attained #1 store ranking six consecutive months,** exceeding monthly sales goals.
- **Qualified for "Top Performer Award" as #1 sales representative in the country** before promotion to indirect account executive.
- **Quickly mastered products and technology;** designed training, provided high level of customer service, and partnered with other representatives to share best practices.
- **Selected to train and mentor new sales representatives** in stores throughout Charlotte, NC.

XYZ Communications, Roanoke, VA

1994 – 1995

Communications Consultant — Led retail store in sales achievements at 175% to quota. Coordinated outside sales events, drove awareness of company brand, cold called local businesses to offer products and sell to new business accounts. Ranked #1 in region in customer satisfaction as measured by churn and customer surveys.

EDUCATION & PROFESSIONAL DEVELOPMENT

EDUCATION & PROFESSIONAL DEVELOPMENT

BACHELOR OF SCIENCE

1994

James Madison University, Harrisonburg, VA

Scholarship Student Athlete

NCAA Division I Four-Year Letterman in Soccer

COMPLETED NUMEROUS TRAINING SEMINARS in indirect sales, selling skills, retail operations, training, and customer service.

Proficient in Microsoft Word, Excel, and PowerPoint.