

Professional Profile

Sales Development • Customer Relations •

Business Development • Lean Six Sigma Specialist

Attributes & Competencies

- Highly developed skills in facilitating business development with a focus on sales, client service and retention
- Track record of success in managing sales teams with responsibility for revenue, profitability, service delivery and customer management
- Demonstrated ability to negotiate at senior levels and successfully sustain strong client relationships to optimize business opportunities
- Excellent interpersonal skills which promote long lasting and loyal working relationships
- Proven track record of success in identifying and securing new business opportunities
- Proven ability to formulate and implement successful marketing strategies for Business to Business sale and Customer service
- Highly self motivated, reliable, honest and hard working
- Seeks and finds solutions to challenges
- Positive attitude that fosters tolerance, understanding and inclusiveness
- Adaptable and flexible with proven record in team building

Key Achievements & Highlights

**Sale-force
Software
Training**

- Client Management
 - Client Tracking
 - Sale results
 - On going training support
 - Understand the needs and challenges in the manufacturing industry.
-

Sales Development

Increased sales of Choice Training Solutions, (from the conception as a business), to \$3.6m over 3 years through cold calling; more effective client management; more effective business and market planning and process improvements including the following;

- Regular and personal client contact to ensure good service and product awareness
- Liaison with clients to assess skill and training needs of employees
- Information to provide employers with a thorough knowledge of government grants including accredited certificate courses to up-skill staff. Courses include:
 - Cert III MSA 30107 Process Manufacturing
 - Cert IV MSA 41108 Competitive Manufacturing, including the introduction of Lean Manufacturing strategies to these competencies.
 - Cert IV BSB40507 Business Administration
 - Cert IV Wholesale Operations
 - Cert III TLI 30107 Transport and Logistics
- Appointment scheduling with a New Apprenticeship Centre to register each trainee for the relevant course
- Liaison with New Apprenticeship representative to set 3rd and 6th month and final follow up visits for invoicing, creating new opportunities, and ensuring training outcomes have been met

**Customer Service,
Relationship
Management &
Retention**

- Improved client service at *Choice Training Solutions* by developing key strategies to improve customer service and creation of innovative solutions in training packages to meet customer needs. For example:
 - Developed a tailored training plan for a horticultural client through the NTIS website to offer four optional pathways to allow Choice to deliver training on site
 - Reduced customer complaints by developing personal relationships with Clients, and analyzing core problems and implementing solutions. For example:
 - Developed modifications to the learning and assessment tasks to incorporate strategies to support inclusivity
 - Highlighted a need for more practical and visual instructional materials
 - Improved client management at *Choice Training Solutions*, allocating more effort and time to clients, to ensure good word of mouth references and therefore a flow on of continuous work in order to attract and develop relationships with State and National clients such as Corinthian Doors.
-

**Business
Development &
Sales**

- Helped develop and market new marketing and advertising campaigns
- Managed major clients at *Choice Training Solutions*, including the *Corinthian Doors*, *Blue Scope Steel*, *Programmed Maintenance & William Russell Doors*
- During my employment with Choice Training Solutions from its conception as a business, I have built a considerable client base, (several hundred new clients) through cold calling i.e. door to door knocking and phone sales and recommendations from satisfied customers
- Presented sessions to develop a client focused approach to vocational educational training package within the organizations
- Collected observational and anecdotal evidence of improved workplace outcomes as a result of staff training opportunities.

**Manufacturing
Industries**

- Extensive experience in Process Manufacturing Industries gained through implementing training with Lean Manufacturing principles to increase production and eliminate waste in Victoria, Queensland, NSW and South Australia
 - Knowledge and experience in relation to large chain and small individual businesses
 - Experience with supply, distribution and retail aspects of the industry
 - Experience working in a wide range of manufacturing industries.
-

Career Progression & Accountabilities

Skills For Growth Assessor

Jun 2010 – June 2011

Subcontracting Through Drake for Small business Victoria

- Interview clients and complete a report & training plan
- Assist business to access funding for the State & Federal Funding
- Providing the best training provider for the companies needs

Choice Training Solutions

Oct 2005 – June 2010

Registered Training Authority

- Business to business sales
- Consulting with businesses about training and up-skilling staff, through State & Federal Grants

Sourcing own leads with Clients such as BlueScope Steel & Corinthian Doors

Reasons for Change

Looking for stability in a larger company with constant cash flow and the ability to grow and provide new challenges.

Roller Shutter Sales

Modern Group

May 2005
Oct 2005

- Direct selling to the domestic market
- Prospecting own leads

Reasons for leaving

I determined that the company used unethical strategies and took advantage of clients. This practice was against all my moral and ethical values. I resigned.

**Cranage Corp
Agencies**
*August 2004
May 2005*

Started own business - Agencies Business in Victoria

- Liaise with customers to find potential supplies to promote their product line
- Assist other sole agencies with their product lines
- Contact with all major groups - *My Chemist Pharmore & PBS Services.*
- Cold calling opening new accounts for Suppliers

Reasons for Leaving

Desire to get back into the larger company environment.

Gold Ethical & OTC
*June 2003
August 2004*

Assisted in the start up of a *Pharmacy Warehouse* to be listed on the Stock exchange:

- Area Manager – Southeastern, Metropolitan & West Country
- Sounding out potential clients and products
- Product development
- Advertising and marketing
- Implementing business growth strategies
- Analyzing customer needs, recommending products and point of sale material
- Setting up & participating in trade shows

Reasons for leaving

Original owner of *The Natural Scope*, determined that there were not enough products to sell for a sustainable income.

**Importing
Picture Frames
Home Renovation**
June 2002 June 2003

Established a Framing Import Business

- Establishing styles with supplier
- Testing market
- Building a customer base
- Setting up distribution
- Setting up and participating in Gift Trade show
- Owner - builder renovation
- Coordinate subcontracting of painters, plasterers, plumbers, electricians and carpenters for a positive and cooperative outcome
- Completing project on time and on budget

Reasons for leaving

Desired the stimulation of the company environment.

State Manager

The Natural Scope

1996 to December 2001

A Distributor of pharmaceutical products with distribution points in: VIC, NSW, QLD and agents in SA.

The range of products includes vitamins, skincare products, cosmetics and remedial health products.

The Natural Scope is the sole distributor for many products including *Vein Away* and *Remifemin*.

The company has 25 employees and revenue of around \$1.5m.

The Natural Scope - Managing the company's sales functions including:

- The sale of more than 50 products to pharmacies and health food shops
- Increased sales by more than \$1m over 4 year period
- Customer management and sales to more than 800 retail outlets

Specific responsibilities included:

- Responsibility for all Victorian sales including 2 other sales representatives
- Responsibility for major client groups including *My Chemist* and *Guardian*
- Setting up and attending trade shows
- Analyzing customer needs
- Analyzing client accounts to ensure sales visits are proportional to income
- Identify growth opportunities, forecast trends, explore new markets
- Identify future requirements
- Recommending and implementing business growth strategies
- Liaising with suppliers
- Establishing and training Queensland sales representatives.

Reasons for Leaving

Owner was closing down business.

Sales Representative

Knight Marketing

1995 – 1996

An import and export company dealing in leather and wool products and garments

Role was to establish a client base in Victoria, NSW and Queensland and to set sales targets. Specific responsibilities included:

- The introduction and sales of 10 product lines
- Visiting a minimum of 5 established clients per week
- Cold calling a minimum of 10 product prospective clients
- Taking of telephone orders, packing and dispatching goods
- Driving to interstate locations on a monthly rotation basis

Reasons for Leaving

Attracted to sales in the pharmacy and health food business.

Landscaper

Astute Landscaping

1986 – 1994

A company providing landscape design and creation

I established this business to pursue an interest in gardening and successfully contracted for the design and installation of private gardens, corporate environments and was successful in my tender to provide landscaping services to the Ministry of Housing.

- Secured the Victorian rights to represent the *Australian Secateurs Import Company*

Reasons for leaving

To pursue a career in sales.

Tertiary Education & Qualifications

Diploma Travel & Tourism BILL HEALY TRAVEL & TOURISM LEVEL3 (1992)
Computer Studies BARTON COLLEGE OF TAFE (completed 1995)
Horticultural Studies BURNLEY COLLEGE (completed 1986)

IT Proficiency

Word • Excel • PowerPoint

Referees

If you would like to contact my referees, please feel free to contact me.
