

# Kan Do—SAMPLE RESUME

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## Career Summary

Sales professional with over 6 years of experience and a successful track record of selling in industries with long sales cycles including copiers, IT research, and competitive advertising market research. Quickly establishes rapport with prospects and is adept at consultative selling to determine needs and mapping those needs to the company's products and services.

## Selected Achievements

- Extensive experience creating and maintaining a sales territory including: conducting research to determine profitable potential prospects, analyzing customer data trends of current clients for potential up sell opportunities, and re-establishing contact with current clients. Also dedicated to maintaining an accurate customer database and ensuring call continuum with clients.
  - While a salesperson at HOX, achieved Top Sales Representative, Top 30% performer in the Mid-States and Winner Top Team in Sales Development Training Program at HOX University.
  - Successfully completed extensive product and sales training from Drugs Inc., Imaging Inc., and while with HOX received training for the following: High Volume Imaging hardware and software, Sales Development Program, MFP Training Program, Several Product Certifications.
  - While at Consultative Group, Winner of the President's Club Award for top salesperson and considered a Top 10% performer, winner of multiple Top Performer Quarterly Awards in 2000 and generated 157% of sales quota.
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## Experience

### **Monitoring Services**

City, State

November 2006 – June 2007

#### Business Development Director

- Manage all client/internal request for competitive information for the Prestige and Mass beauty categories. Primary responsibilities include: keeping client and internal clients apprised on all category movement, competitive, new product development and launches and advertising/marketing efforts.
- Presentations include quarterly verbal presentations, monthly written expenditure reports.

### **Drugs Inc.**

City, State

February 2006 – September 2006

#### Sales Representative

- Retained and increased client base by providing strategic and analytical insight, category knowledge and dedicated customer service and support for over \$2 million in annual revenue. Provided clients with category insight and analysis based on new marketing efforts, product launches, consumer behavior and category shifts.
- Responsible for written proposals, RFPs and programming specifications for custom client reports and deliverables.
- Sole responsibility for delivering sales and training presentations to client and agency contacts.

### **Imaging Inc.**

City, State

October 2005 – January 2006

#### Business Development Representative

- Initiated and implemented new business marketing efforts designed to increase awareness of company, emerge into new markets and generate sales. Product line included tailored analytical alerts, seasonal pushes targeted to key industries and category consultations with agency New Business departments, educating pitch team on new category. Resulted in \$150K new business.
- Proactively created up-sell opportunities by alerting clients to competitor's new efforts. Resulted in \$5-10K monthly sales.
- Worked cross-functionality with Sales department to identify new markets, target key accounts and to integrate category insight and knowledge into new business presentations. Helped to revise sales presentations to better communicate company's unique benefits and usefulness.