

# Sales CV Template



**The only sales CV you need!**

# John Smith

**Address:** 22 Mancunian Road, Manchester, M1 1ED

**Email:** [name@hotmail.com](mailto:name@hotmail.com)

**Mobile:** 01234 567890

## **PERSONAL PROFILE**

I am a driven and goal orientated sales professional with a proven track record in developing new business relationships and developing existing accounts. Thoroughly trained in structured sales techniques and lead generation methods, I strive to achieve targets and maximise my earning potential by closing sales and up selling within my account portfolio. I am self-motivated and capable of working autonomously in a field sales environment whilst also being happy to work as part of a team in an office.

## **CAREER HIGHLIGHTS**

- Top performing new business sales person in the UK for Mars Drinks in 2014 achieving 132% of my annual sales target.
- Part of the Yell 'Gold Club' in 2012 which is given to the top 50 sales people from across the UK and Ireland.
- Employee of the year whilst at TNT Express in 2008 resulting in an internal promotion

## **CAREER HISTORY**

### **Mars Drinks, Business Development Manager, Sept 2013 - present.**

Mars Drinks are the UK's largest provider of coffee machinery and consumables with brands such as Klix and Flava in their portfolio.

### **Responsibilities:**

- Developing new business relationships with SME accounts with a spend of up to £40,000 per annum
- Developing relationships within six local councils on my area working within the framework agreement
- Renewing contracts with my client base
- Working hard to achieve a £220,000 new business target and a £260,000 retention target each year
- Booking appointments via cold calling and e-marketing campaigns

### **Achievements:**

- Achieved 132% of target in 2012 resulting in the 'Sales Person of the Year' Award
- Developed £265,000 of new business in 2014 against a target of £220,000
- Grew the Trafford Council account from a dormant none spending council to being the biggest public sector account in the UK for Mars

## **Yell.com, Field Sales Executive, Sept 2011 – Sept 2013**

Yell.com offer online advertising packages to companies as well as web design, google ad word listings and SEO services.

### **Responsibilities:**

- Working on postcode campaigns to win new business and renew advertising contracts
- Delivering new business via up selling additional services to renewing customers
- Cold calling whilst on my campaign area approaching startup businesses and none Yell users
- Operating the Yell.com CRM system effectively to process orders and account updates

### **Achievements:**

- Was inducted to the '2012 Gold Club' which is given to the top 50 performers out of nearly 250 sales people. This resulted in a weekend away in London with the team and partners.
- Achieved my campaign target in every single quarter that I was with the business

## **TNT Express, Telesales Executive, Sept 2008 – Sept 2011**

TNT Express are a blue chip business specialising in international and domestic same day courier services.

### **Responsibilities:**

- Booking appointments for the field sales team via cold calling
- Selling small ticket services over the telephone
- Quoting prices and negotiating rates
- Data entry on the CRM system

### **Achievements:**

- Top performing Telesales Executive in 2009 across the whole of the UK
- Won employee of the year award in 2010 for the Manchester depot
- Received a mention and holiday reward in 2011 for outstanding contribution

## **EDUCATION AND TRAINING**

- **2011-2016** Manchester University – 2:1 in English Language
- **2008-2011** Deansgate College – A Levels in English, History and Psychology
- **Languages** English
- **Hobbies:** Karate, Kickboxing and Running