

# Sales CV Template



**The only sales CV you need!**

# John Smith

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## PERSONAL PROFILE

A sales professional with 6 years sales experience within the manufacturing market. I have received formal sales training and can demonstrate my achievements within each sales role I have undertaken. I have a track record of successfully developing new business relationships with decision makers at all levels, including procurement and engineering.

## CAREER HIGHLIGHTS

- Closed new business deal with Simsang Electronics, previously used competitor for 6 years
- Newcomer of the year 2014 at James and James Components
- Rookie of the year at Farafield in 2008

## CAREER HISTORY

### James & James Components, Area Sales Engineer, Sept 2013 - present.

James & James components are a manufacturer of electronic components used by OEM's within the Consumer Electronics, Automotive, Defence, Marine, Aerospace and Medical Device industries.

### Responsibilities:

- Selling a range of electronic components to OEM's based in the South of England.
- Maintain and develop relationships with technical and commercial decision makers including design engineers, R&D departments, production engineers and procurements/buying departments.
- The role is split 50/50 between new business and developing existing accounts.
- Work closes with design engineers during early development stages with a solution sales and partnership approach.
- Liaising between key stakeholders to ensure all parties needs and requirements are met in order to ensure James & James win the business

### Achievements:

- Won notable supply contracts with: **Simsang (£130k/year spend), BAY Systems (£200k/year spend), Gell Computers (100k/year spend) and Missile Ltd (£180k/year spend)**
- Target Jan 2015 – Dec 2015 **£950k**, achieved **£977,980 (103%)**
- Target Jan 2016 – Dec 2016 **£1.2m**, achieved **£900,450** YTD with **£750,000k pipeline** for Q4, forecast **£1.3m** based on current sales efficiencies.
- 2017 pipeline currently running at **£1.8m** of potential business.

## **Swiglots, Sales Engineer, Sept 2011 – Sept 2013**

Swiglots are a distributor of fluid/motion parts and systems including valves, regulators, pressure gauges, flow meters, hoses and sensors.

### **Responsibilities:**

- Proactively seek new business with industrial end users including the MOD, O&G industry, Chemical Manufacturers, Food and Beverage market, Aerospace industry and the Power market. Brand new role within the business, previously sold via an online presence.
- Created a database and through cold calling, self-generated appointments and networking grew the business year 1 to £250,000
- Role developed to 50% new business and 50% account management.
- Dealt with all levels of decision makers and influencers from maintenance engineers and project engineers through to purchasing managers and directors.

### **Achievements:**

- Increased turnover on patch from **£0** in 2011 to **£457,890** for by the time I departed in Sept 2013
- Target Jan 2014 to Dec 2014 **£150,000**, achieved **£250,000**
- Target Jan 2015 to Dec 2015 **£400,000**, achieved **£457,890** by Sept 2013 with a **£150,000** pipeline for Q4 2013

## **Farafield Engineering, Engineer, Sept 2008 – Sept 2011**

Farafield Engineering help build and develop industrial processing and manufacturing sites for a range of business in the UK.

### **Responsibilities:**

- Hands on engineering role working closely to technical briefs to ensure clients' needs are met
- Project Management of refurbishments and new build manufacturing facilities.
- Building relationships with customers to ensure satisfaction is maintained throughout the project lifecycle

## **EDUCATION AND TRAINING**

- **2011-2016** BMS Performance Sales Training, Effective Time Management
- **2005-2008** BSc Engineering, Loughborough, 2:1 achieved
- **Hobbies:** Rugby, Football, Cooking, Running, Socialising, Competitive Dog Grooming.