

# Sales CV Template



The only sales CV you need!

# John Smith

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## **PERSONAL PROFILE**

A proven senior sales professional with over 6 years of experience in Advertising, Media, Digital Media and Agency Sales. With a demonstrable track record of performance versus target at my two previous employers, I am now looking to transfer my skills to a new industry and continue my success. With experience of negotiating contracts with direct clients, and media buying agencies at Director and C-Level, I will transition to a new organisation easily and hit the ground running.

## **CAREER HIGHLIGHTS**

- Largest Single deal in Company a History. £110k
- Best Single month in Company a History £113K (2016).
- Top Performing Sales Person in South Region at Company B in 2011, and 2012.

## **CAREER HISTORY**

### Company A, Senior Sales Executive, Sept 2012 - present.

#### **Responsibilities:**

- Selling Digital Advertising Packages across consumer publisher network.
- Banner Advertising, Sponsored Content Packages and Video Adverts.
- A new business sales role Targeting Consumer Brands and Retailers through West End Media Agencies at Account Director (or Above) Level.
- Principal Agency relationships won: Starcom, Mediacom, OMG, 7 Stars, Space & Time and Opticom.
- Researching clients, Prospecting, Networking, Cold calling, attending face to face meetings (Target 8 per week).

#### **Achievements:**

- Average Deal Size £30k. Largest Single Deal £110k (Consumer Beauty Brand through OMG).
- 2016 Target - £1m – Achieved - £730k (YTD)
- 2015 Target - £800k – Achieved - £840K
- 2014 Target - £600k – Achieved - £710K
- 2013 Target - £450k – Achieved - £458k.

## **Company B, Sales Executive, Sept 2009 – Sept 2012**

### **Responsibilities:**

- Selling out of Home advertising space on a local and national network.
- A new business sales role Targeting Local SME Business in Central and south West London.
- Typically selling to business owners in HORECA, Hair and Beauty, Convenience, Building Services, Property, Recruitment and Education.
- Attended 10 Self Booked New business meetings a week with clients.

### **Achievements:**

- Average Deal size of £8k. Largest Deal £29k (Local Chain of 5 restaurants in Wandsworth area.)
- 2012 Target - £200k – Achieved £311k
- 2011 Target - £200k – Achieved - £280k
- 2010 Target - £200k – Achieved - £210K.

## **Company C, Sales Intern, May 2009 – Sept 2009**

### **Responsibilities:**

- Sales Intern on industry recognized and accredited summer intern scheme.
- Sat alongside leading sales professionals during sales meetings internally and with clients.
- Completed introductory sales calls under tutelage of EMEA Sales Director



## **EDUCATION AND TRAINING**

- **2011-2016** Trained in Digital Sales by Skip Miller during One-week intensive course at Company A. Classically trained in Miller Heiman technique and Spin Selling whilst at Company B.
- **2007-2009** BSc – Economics – 1st Class Graduate with Honors.  
University of London
- **Languages** Fluent French
- **Hobbies:** Rugby, Football, Cooking, Running, Socialising, Competitive Dog Grooming.