City • 888-888-8888 • email@address.com

Wine and Spirits Sales Professional

Sales professional with five years of successful sales in very competitive Southern California market. Established relationships with many customers and industry leaders within the local wine and spirits industry. Proven ability to increase product visibility through a variety of sales initiatives. Excellent closer, as demonstrated by fifteen years of sales experience. Exceptional influencer - able to identify what motivates individuals and how to persuade them. Highly capable of analyzing, identifying and forecasting sales trends. Bilingual in English and Spanish.

Skills and Expertise

- Superior Product Knowledge
- Inside Sales
- Outside Sales

- Account Management
- Presentation Techniques
- Long term Relationship Building

Wine and Spirits Sales Experience

DeLeon Tequila, Venice Beach, CA

2010-Present

Sales Manager

Responsible for business development and sales growth within territory. Personally implement and oversee positioning as a high end spirit through sponsored events, retail merchandising and celebrity appearances. Educate retailers and mixologists on proper brand placement. Follow up with high profile individuals to research satisfaction levels and further promote the brand. Empowered to resolve any customer dissatisfaction. Act as a client advocate with management on pricing and terms. Created and currently manage company's first formal internal sales process, including reports, quotas and goals.

Southern Wine and Spirits, Cerritos, CA

2003-2007

Sales Representative

Made regular sales calls to designated accounts to sell product and cultivate customer satisfaction. Developed strategy for brand portfolio and penetration by account. Sold product through successful presentations of product and promotion of featured items. Saw company through crisis period by meeting 90% of sales goals when division profits were off 45% due to product availability issues. Implemented company's first integrated marketing campaign. Eliminated waste by optimizing customer deliveries. Increased total dollar volume sales by nearly 30% through aggressive telemarketing, and achieved highest per store wine and spirit case counts. Nominated for sales representative of the month six times.

Additional Sales Experience

Internet MegaMeeting, Inc., Sherman Oaks, CA

2009-2010

Inside Sales Representative

Sold small to medium business prospects a number of online meeting and presentation services and products based upon prospective clients' needs and goals. Maintained 80% retention rate by understanding clients' changing needs and making appropriate recommendations. Directly responsible for company's revenue growth in Latin America and

Europe by eliminating language and cultural barriers through Spanish language training and translation of the company website into Spanish.

Metro Media Technologies, Glendale, CA

2009

Special Events Director

Played a key role in developing and executing special events strategy for display advertising company. Representative of the company during special events at which company had a presence. Greeted prospects and provided product education. Developed key relationships with collegiate athletic directors and sports management professionals, resulting in nearly 20% year over year sales growth and establishing company in previously untapped market. Instituted new protocols eliminating redundant business travel.

ReachLocal, Woodland Hills, CA

2007-2008

Internet Marketing Consultant

Consulted with small to medium business owners about their online marketing needs. Educated new and existing clients on available marketing solutions, including search engine advertising, search engine optimization, display advertising and tracking solutions. Built and expanded book of business by understanding clients' changing needs and making appropriate, innovative marketing, advertising, and media recommendations to strengthen their marketplace presence. Closed nearly 75% of leads through compelling PowerPoint and online webinar sales presentations. Trained new employees in all aspects of company's sales process, research methodologies and time management expectations.

TMG Solutions, Dallas, TX

1998-2002

Inside/Outside Sales Representative

Sold an array of products on behalf of contract customers. Increased product line sales through innovative marketing of product options to customers. Implemented a sales-oriented inventory system that led to a 15% quarter over quarter increase in sales. Developed new relationships with retail accounts by bundling insurance products alongside company's offerings. Taught effective sales techniques to sales associates.

Canon USA, Irvine, CA

1995-1998

Senior Field Sales Representative

Presented document imaging solutions to wholesale customers. Informed prospects and clients of current marketing campaigns, promotions and recalls to position to their retail customers. Used superior communication skills to act as a liaison between retail customers and corporate manufacturer. Conducted product sales trainings and secret shopper programs to identify and remediate sales technique issues. Consistently outperformed competitors on the retail level due to diligent application of responsibilities.