

Sample Functional Resume - Sales

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OBJECTIVE

A position as Sales Coordinator, Representative or Account Executive.

SUMMARY OF QUALIFICATIONS

Twelve years successful experience in direct sales of a range of products and services.
Extensive practical hands-on experience as co-owner and manager of a small business.
Motivated and enthusiastic about developing good relations with clients.
Effective working alone or as a cooperative team member.
Professional in appearance and presentation.

RELEVANT SKILLS

SALES & NEW ACCOUNT DEVELOPMENT

- Increased a small publication's advertising revenue through market research and promotion.
- Developed new distribution outlets for a special-interest magazine in Northern California
- Made cold calls and follow-up visits to retail outlets throughout the region.
- Organized detailed route books and financial recordkeeping.
- Successfully increased readership by more than 40 percent over a two-year period.

CUSTOMER RELATIONS

- Served as vendor representative for Jana Imports:
- Coordinated product information and distribution for 75 field representatives and major accounts.
- Promoted giftware products at trade shows throughout the region.
- Handled face-to-face contacts with new and established customers.
- Oversaw the production of advertising and its placement in major trade publications.

ADVERTISING, MARKETING, DISTRIBUTION

- Organized and styled merchandise for effective presentation in a 20-page giftware catalog.
- Kept accurate, current computer records of inventory, international suppliers, brokers, shippers
- Handled all aspects of order taking and processing, both at Bill's Dairy and Jana Imports.

EMPLOYMENT HISTORY

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|--------------|---------------------------------|------------------------------------|
| 2001-present | <i>Sales Coordinator</i> | JANA IMPORTS, Oakland |
| 1996-2000 | <i>Distribution Coordinator</i> | DEJA VU PUBLISHING CO., San Rafael |
| 1990-95 | <i>Co-Owner / Manager</i> | BILL'S DAIRY PRODUCTS, Livermore |

EDUCATION

Bay City College, San Francisco, Liberal arts studies 1987-90