

Charlie Wills

Sales Manager

charliewills@example.com • 07800 000 000
 www.linkedin.com/in/charliewillsexample • Liverpool

A resilient Sales Manager, with a strong skill set in relationship and account management gained in an agency environment. Has a proven ability to meet and exceed KPIs across a 10+ year period and is competent at identifying new business opportunities and ways of working to increase sales revenue. Extremely skilled in bringing out the best in staff, in addition to leading effectively and recruiting top talent.

Areas of Expertise

<ul style="list-style-type: none"> ◆ Sales ◆ Strategic planning ◆ Communication 	<ul style="list-style-type: none"> ◆ Delegation ◆ Collaboration ◆ Analysis 	<ul style="list-style-type: none"> ◆ Performance management ◆ Coaching and leadership ◆ Business development
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Professional Experience

The Vendor, Liverpool
Sales Manager

June 2018 – Present

Created and managed the sales pipeline in support of the business plan and long-term growth strategy. Identified new business opportunities, including new markets, clients and partnerships. Developed strategies to successfully reach new business opportunities. Built relationships with new clients, gauged their needs and created proposals to address them. Created sales forecasts. Delegated and mentored a team of sales executives.

- Ranked #1 sales professional for revenue generated, for 8 consecutive months
- Implemented a new sales funnel for cold leads, increasing sales by 5% over 6 months
- Developed automated ways of working between design, marketing and sales teams, saving 10 hours per month
- Created and implemented a sales forecast system that dynamically calculated future sales and constraints
- Identified 5 emerging markets as a potential for growth, resulting in the company's expansion in the industry
- Consistently maintained sales volumes, product mixes and selling prices by keeping updated with supply and demand and changing market trends throughout the pandemic
- Revamped the sales training procedure, which brought about increased efficiency in imparting training to new hires

The Deal, Liverpool
Business Development Manager

January 2016 – June 2019

Developed sales with new and existing customers. Maintained specific market product knowledge, along with competitor and business driver knowledge. Managed qualified leads through the sales pipeline. Led the sales and admin teams through CRM, email and appointment activity. Delivered monthly forecasting and accurate reports.

- Generated £100K revenue in year 1, exceeding annual sales targets by 10%
- Assisted in developing a new service, as a result of speaking with and listening to prospects' needs
- Increased customer base from 20 to 40 within 8 months, by employing strategic sales initiatives

The Trade, Liverpool
Sales Executive

March 2010 – December 2015

Responsible for sales, processing and administration of all account enquiries for the travel insurance company, managing over 20,000 policies. Followed company standard operating procedures and legislative requirements, whilst upholding customer service best practices.

- Achieved record-breaking sales of £41K in one month
- Consistently brought in 20% of the overall monthly sales target
- Coordinated pitch material for the annual expo, leveraging strong product knowledge

The Bargain, Liverpool
Sales Assistant

October 2008 – February 2010

Engaged with general public face-to-face to drive sales. Handled requests, provided information on products, prepared quotes and helped customers with their purchases. Ensured the safe and correct movement of products between branches.

- Generated sales by assisting customers with their purchasing decisions and offering suggestions
- Attained the "Sales Assistant of the Month Award" 5 times in 1 year, following delivery of exceptional customer service and constantly meeting targets

Education

BA (Hons) English Literature and Philosophy

University of Liverpool

4 A Levels grades A-C

Liverpool College

12 GCSEs grades A-C

Liverpool Secondary School