

(SAMPLE SALES FAB)

PETER PUMPER

for: Excel Pump Corporation

FEATURES, ACCOMPLISHMENTS, & BENEFITS

<i>FEATURES</i> <i>(Facts - responsibilities and duties)</i>	<i>ACCOMPLISHMENTS</i> <i>(What I have already accomplished and how I have achieved it.)</i>	<i>BENEFITS</i> <i>To new employer)</i>
<p>AAA Pump Company (5 years) <i>Regional Manager</i></p> <p>Sales of positive displacement and centrifugal pumps for refineries in Western U.S.</p>	<p>Increased sales to distributors by 57% in last three years. This was <u>accomplished</u> by:</p> <ul style="list-style-type: none">• Selecting and appointing 4 new distributors.• Re-activating 2 inactive distributors.• Implementing a direct sales program with each salesman where direct client calls were made with each one.	<p>My sales techniques, training and distributor knowledge will increase your sales by an estimated 25%.</p>
<p>Establish marketing and sales plan for distributor network in 12-state area.</p>	<p>Marketing plan resulted in increase of distributor profits by 25% and my company's bottom line profits over 10%. This was <u>accomplished</u> by:</p> <ul style="list-style-type: none">• Targeting two new applications in power co-generation and utility markets that previously were nonexistent.• Eliminating one product line, which was cost prohibitive and expensive to manufacture.	<p>My experience in marketing/sales planning can introduce you to new market niches -- power and utility, with estimated sales of \$5 million and profits of over 10%.</p>
<p>General Pump Co. (4 years) <i>Application Engineer</i></p> <p>Duties included inside sales, customer bids, quotes and contracts for slurry pumps in 5-state area.</p>	<p>Appointed 7 new distributors in 4 years resulting in sales increase of 35% and profits of 10%. Western Region became #1 in U.S. market. This was <u>accomplished</u> by:</p> <ul style="list-style-type: none">• Reorganizing distributor focus from mining applications to chemical application.• Consolidating two western sales offices into one; thus reducing costs by over 50%.	<p>My sales and marketing experience in identifying "hot" markets will decrease turnaround time to enter these markets. My experience in consolidation will provide cost savings of at least 10% to your company in the Western Region.</p>
<p>University of Arizona - Tucson, AZ</p> <p>Graduated BSME - 1974 Graduated MBA - 1976</p>	<p>Graduated with honors - Summa Cum Laude while working 30 hrs/wk. This was <u>accomplished</u> by:</p> <ul style="list-style-type: none">• Discipline, prioritizing and focus on education curriculum.	<p>My personal attributes (dedication, focus and discipline) will be invaluable in achieving your company's professional goals. My advanced business degree will qualify for faster growth and promotability within your progressive company.</p>