

Chris Kemp

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EXECUTIVE PROFILE

Tenacious sales executive with 15 years successful sales experience and winning record of increasing profits. Fast-track promotion from sales person through progressive positions to Vice President. Expertise in developing and managing long-term relationships through excellent customer service, follow-through, and attention to client needs. Effective working in a variety of corporate cultures; creative problem solver with can-do attitude and ability to “think outside the box.”

PROFESSIONAL EXPERIENCE

XYZ INSTRUMENTATIONS, INC., Waltham MA 1984-present

A manufacturer of medical instrumental generating \$105 million in 1997 following corporate merger. Market consists of midsize and large corporate accounts headquartered in New England.

Vice President (1995-present)

Responsibilities:

Manage sales force of 30 reps who sell to large, multi-million dollar corporate accounts. Promote sales approach based on developing and maintaining long-term customer relationships. Recruit, hire, train, supervise, and motivate employees. Develop business and financial plans, with full P&L responsibility. Establish annual sales goals.

Accomplishments:

- ***Produced average annual sales volume of \$8.3 million.***
- Penetrate large competitively held accounts, capturing \$1 million in new business.
- Maintain customer base in saturated territory while penetrating new market and generating a 40% increase in sales.
- Located new office site, negotiated lease, oversaw renovations, and moved entire operation to new facility, reducing rent from \$17 to \$4.50 per square foot and lowering annual operating expenses by 45%.
- Initiated monthly management meetings and monthly meetings with owners to resolve problems.
- Introduced weekly meetings with sales reps to review accounts, develop action steps, and monitored follow-through.
- Instituted program of internal seminars on capturing and maintaining corporate accounts through relationship selling.

General Manager (1994-1995)

- ***Produced average annual sales volume of \$7 million***, while supervising sales Force generating an additional \$5.2 million.
- Oversaw New England territory, servicing existing accounts and developing new ones. District ranked #1 in sales.
- Reduced turnover of sales force by instituting innovative employee recognition programs.

Senior Sales Manager (1992-1993)

- ***Produced average annual sales volume of \$5.1 million***, while supervising sales force generating an additional \$9.5 million.
- Managed accounts in western Massachusetts, developing and implementing sales plans to achieve greater penetration and market share.

Sales Manager (1988-1991)

- ***Produced average annual sales volume of \$2.8 million.***
- Retained entire customer base during takeover by Coast Diagnostic, while liquidating all inventory.

Sales Associate (1984-1988)

- ***Produced average annual sales volume of \$2.1 million.***
- Opened new corporate customers and maintained ongoing accounts. Received Gold Medal for Sales Excellence.

EDUCATION

B.S., Business Administration- University of Massachusetts, Amherst

Ongoing training includes attendance at Simmons Management Seminars (1997, 1998) annual sales management training, and internal corporate presentations on topics such as SPIN selling and Strategic Selling Skills.