

# MARY SMITH

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## QUALIFICATIONS SUMMARY

### *Business Development* ▪ *Consultative Sales*

Accomplished sales and customer service professional with demonstrated experience in new territory development, improving customer satisfaction, driving sales, and developing and restoring customer relationships. Creative problem-solver known for identifying appealing programs to engage customers and drive sales. Specific competencies in:

- Sales presentations
- Account development
- Goal setting and prioritization
- Market and customer analysis
- Inside/Outside sales
- Customer and client services

## CAREER ACCOMPLISHMENTS

- Developed and grew financial services education industry market share by 5% (\$350,000) in statewide market at the beginning of an economic downturn, by strengthening customer relationships.
- Overcame 14-year-old sales shut out by major retail client to introduce floral sales charitable rebate program to support retailer's charity of choice.
- Established floral ordering program for over 7,000 employees for Nationwide Children's Hospital.
- Managed \$2M territory covering Ohio and Northern WV selling custom picture frame moulding; territory included 150 independently-owned retailers.
- Awarded top sales producer in Ohio (1993-2001) and 1993 Regional Rookie of the Year.

## PROFESSIONAL EXPERIENCE

**Connells Maple Lee Flowers & Gifts, Columbus, OH** **2008 - present**  
**Corporate Sales**

- Drive corporate sales in small, medium and large public and private companies; market and sell incentive and charitable giving programs to for and non-profit organizations in the central Ohio market for four retail stores

**Hondros College, Columbus, OH** **2006 - 2008**  
**Business Development Manager**

- Developed statewide territory to sell educational products to financial services companies and to secure new contracts to provide licensing education for new recruits.

**Larson-Juhl, Norcross, GA** **2002 - 2006**  
**Sales Representative**

- Increased market share in an established territory (Ohio and West Virginia) by providing superior customer service and consultation on a custom, high-end product.

**Innisbrook Wraps, Greensboro, NC** **1993 - 2002**  
**Account Executive**

- Increased sales and sustained high levels of repeat annual business in the Ohio market through the development of innovative marketing plans and outstanding customer service and support.

## EDUCATION

**B.S., Business & Marketing Education**  
University of Akron, Akron, OH