

SAMPLE CHRONOLOGICAL

Street Address
City, Colorado 80007

720 111-1001
sample-chronological@hotmail.com

SALES MANAGER

Results-oriented sales professional with more than five years in wholesale/distribution of fine wines and spirits to retailers, restaurants, bars, hotels, and nightclubs. Proven ability to expand sales territory, widen distribution, and increase market share through exceptional organizational, strategic thinking, and relationship building skills. Demonstrated areas of expertise include:

- Sales and Marketing
- Wine Knowledge
- Project Management
- Process Improvement

PROFESSIONAL EXPERIENCE

CURRENT COMPANY, City, Co. 1998-Present

Head, Order Entry Department (1998-2000)

Responsible for account relationships, managing employees on day-to-day responsibilities, and problem solving inaccurate orders and deliveries to improve operations

- Increased efficiency through reorganizing the order entry system and appropriately delegating responsibilities to expedite orders
- Promoted to a telemarketing position due to exceptional customer service, problem solving, and process improvement skills

Telemarketing/Special Projects Manager (2000-2001)

Responsible for account and supplier relationships, programming and pricing for all marketing materials, and strategic business decisions with regard to marketing and profitability

- Restructured the operations and workflow system of the Colorado telemarketing sales territory increasing account base and sales by 30% through direct marketing, development of marketing specials, communicating margin potentials, and providing taste samples
- Opened and developed 43 new on-premise and retail accounts throughout the state by direct marketing and cold-calling
- Managed and coordinated winery visits, tours, and accommodations for customers and staff worldwide resulting in increased sales and improved customer service
- Designed and developed new marketing materials that clearly outlined pricing and product features, showing customers the savings and potential to increase sales margins
- Established in-house printing/copying capabilities to provide custom printed wine lists, menus and table tents, resulting in greater sales through increasing exposure and consumption
- Promoted to On-Premise New Account Development Manager due to performance in inside sales

On-Premise New Account Development Manager (2001-2002)

Responsible for increasing new accounts and improving relationships with existing accounts

- Established and defined the On-Premise New Account Development Manager position
- Opened 24 new accounts in the downtown area within one year, doubling historical annual results
- Rekindled relationships with 8 inactive accounts resulting in \$300,000 increased revenue for 2002
- Promoted to Fine Wine Consultant due to exceptional sales and service skills

Fine Wine Consultant (2002-Present)

Responsible for representing 'company' and suppliers in accounts throughout Downtown Denver, increasing sales and obtaining a fair share of the market

- Assigned to one of the top sales territories in Colorado and expanded it by 25% in one year
- Increased market share by 5% in a tightly held market through persistence, account support, pricing, programming, and proven dependability

COMPUTER SKILLS

Microsoft Office, Excel, Outlook, Publisher, Kodak Imaging, Photo Editor