

Name Withheld

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Account Executive – Industrial Sales

Business Development ▪ Project Management ▪ Sales & Product Training

Dynamic, results-driven territory and product manager with more than 7 years of successful business and sales force development, competitive market share expansion and customer relationship experience.

- Proven record of success in technical sales with consistent increases in annual profitability exceeding corporate goals and objectives.
- Able to quickly grasp and apply technical concepts and information.
- Highly skilled in technical mining applications, machine and manpower implementation, and operation, repair and maintenance.

Areas of Expertise:

Key Account Management ▪ Competitive Analysis ▪ Sales Forecasting ▪ Sales Force Development
Networking & Relationship Building ▪ Technical Applications ▪ Project Management ▪ Process
Improvement ▪ Machine Repair & Operation ▪ Inventory Management ▪ Vendor Relations

Professional Experience

► WAYNE EQUIPMENT, INC., Des Moines, IA March 2006–Present
Crushing and Screening Application Specialist (January 2009–Present)

Facilitate, manage and support all crushing and screening technical applications in Upper Midwest territory for this provider of power systems equipment, accessories and services. Specialized in Metso, Hartl Powercrusher and Erin systems. Manage inventory and perform technical troubleshooting.

Key highlights:

- **Sales and service support.** Provide consultative assistance to customers across a territory that consists of Iowa, Nebraska, North Dakota and South Dakota.
- **Sales training and development.** Train and advise sales force on strengthening their knowledge of crushing and screening application processes and on improving their solutions-selling capabilities.
- **Consultative assistance.** Assist customers, including aggregate producers as well as site and demolition contractors, with increasing production, improving product quality and developing new products. Consultations include conducting assessments at customer quarries to strengthen operating quality, efficiency and productivity.
- **Needs assessment.** Identify market needs for the company's crushing and screening division.

Crushing and Screening Sales Representative (March 2006–January 2009)

Generated sales of Metso, Erin Systems and Hartl Powercrusher mobile equipment sales, both to new and existing accounts.

Key highlights:

- **Business development and sales.** Initiated contact with business owners, executives and key decision makers through warm leads, cold calls and traditional territory canvassing.
- **Operations assessments.** Analyzed customers' aggregate production processes and equipment to help them improve quality and increase efficiency and productivity.
- **Marketing and sales planning.** Developed and implemented marketing and sales plans to help accelerate new account growth.
- **Consultative sales.** Provided value-added solutions that resulted in securing new customers as well as in retaining long-term customer relationships.
- **Customer education.** Updated customers on current processing methods, industry changes and new industry technology.
- **Sales recognition.** Named Crushing and Screening Sales Representative of the Year in 2007 and 2008 for achieving sales of more than \$15M.

Professional Experience, continued

► MCCANDLESS EQUIPMENT SYSTEMS, Omaha, NE
Crushing and Screening Equipment Sales Representative

January 2004–March 2006

Generated sales of Powerscreen, BL Pegson and Cedar Rapids (now known as Terex Cedarapids) mobile and stationary equipment and parts for this provider of material processing equipment. Performed maintenance and basic repairs on company-owned machinery.

Key highlights:

- **Business development and sales.** Initiated contact with business owners, executives and key decision makers through warm leads, cold calls and traditional territory canvassing.
- **Inventory management.** Developed and implemented machinery and parts inventory cycles.
- **Operations assessments.** Conducted evaluations of customers' aggregate production and equipment to help them improve quality and increase efficiency and productivity.
- **Customer education.** Updated customers on current processing methods, industry changes and new industry technology.
- **Operator training.** Trained new operators on sold and rented machinery.
- **New product training.** Successfully completed intensive training at Cedar Rapids on this company's crushing and screening equipment. Training included instruction on troubleshooting and installation.

Education | Training

University of Nebraska-Omaha, Omaha, NE
B.A., Communication

Training: Trained and certified in Mine Safety and Health Administration requirements. Also trained in state environmental quality regulations including air emission controls.

Professional Affiliations

Association of General Contractors of America (Iowa chapter)
Demolition Contractors of America
Iowa Construction Materials Association
Iowa Contractors Association