



John S.

Xxx Baychester Avenue, Ottawa, ON XXXXXX
Cell (xxx) xxx-xxxx || xxxxxxx@yahoo.ca

Sales Director

Respected Senior Sales Executive with over two decades of notable experience in sales, communication strategy, marketing, leadership, client relationship management and brand development.

- ◆ **Influencer** of company growth, ensures marketing strategies are implemented, and delivers top and bottom line results as a trusted sales consultant to senior management, staff and clients.
- ◆ **Expertise** offered in marketing and sales management, executive leadership and growth strategies. Consistent record of increasing business opportunities and achieving company goals.
- ◆ **Cultivates** excellent and profitable internal and external relationships to ensure compliance and execution of marketing and sales strategies.

Key Areas of Expertise:

- ✓ Spin Selling
- ✓ Product Knowledge
- ✓ Team Management
- ✓ Public Speaking
- ✓ Vendor Relationships
- ✓ Communication

FEATURED PROFESSIONAL HIGHLIGHTS

LEADERSHIP

“John was and continues to be a trusted mentor. He has a gift for seeing people's potential and bringing out the best in them. John is a true leader who brings knowledge, creativity, and experience to the table and always rises up to meet any challenge placed in front of him.”

Ryan Alby, Marketing Coordinator, Ontario Lottery and Gaming Corporation (reported to John at OLG).

- ◆ **Spearheads** complete sales and marketing operations, directing product promotions, client relationship management, direct and in-direct sales strategies, and execution.
- ◆ **Optimizes** sales and marketing strategy, achieved team sales of \$27 million in 2010 and \$25 million in 2009.
- ◆ **Cultivates** human resources / capital by identifying top talented sales individuals; as well as training and developing employees towards full performance potential.



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SALES

- ◆ **Generated** a 75% growth in product sales over a 10 year period by utilizing exceptional sales skills and transferring knowledge to employees.
- ◆ **Gain** vital external and internal trust-worthy relationships to establish new vendor partnerships and increase sales and revenue channels.
- ◆ **Consult** executives and other internal customers to develop marketing strategy to educate internal audiences on marketing methods and sales potential.
- ◆ **Negotiate** rates, contracts, and other vendor / strategic agreements by utilizing a consultative selling approach to guide individuals through the sales process.
- ◆ **Listen** to potential clients and strategic partners to establish needs and expectations. Enables a spin selling approach throughout the complete sales life cycle.

MARKETING

- ◆ **Showcased** company products at industry trade shows, successfully increasing brand awareness and client base.
- ◆ **Strengthen** corporate brand by clarifying company message, values and the benefits and features of products and services.
- ◆ **Analyze** competition, customer and industry trends, and sales analytics to develop winning marketing and sales initiatives.
- ◆ **Craft** informative business plans to communicate project goals and ensure business processes are achieved while adhering to organizational objectives.
- ◆ **Implement** new performance review process to monitor and analyze sales and marketing initiatives and revise to optimized product sales.

PROFESSIONAL EXPERIENCE

Caplan's Appliances, Ottawa, ON

1982 – Current

Caplan's Appliances is a family owned home appliance superstore that has been serving for over fifty years. Provider of the best brands such as SubZero, KitchenAid, Dacor and Viking.

Sales Director (2009 – Current)

Sales Manager (1999 – 2009)

Sale Associate (1990 – 1999)



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Report directly to the President Robert Caplan. Manage all upstream and downstream sales and marketing as well as staff training, supervising, and vendor relations. Utilize product marketing, customer relationship management, creative marketing services, direct sales, negotiated rate sales and brand marketing strategies. Generate consumer interest by developing sales and marketing strategy as well as targeted programs resulting in increased brand awareness.

- ◆ Managed company toward the achievement of exceptional top and bottom line results. Led a team of 16 sales professionals towards the achievement of \$25 million in sales as Director during first year of promotion and \$27 million during the second year.
- ◆ Develop relationships with team members and implemented hands on approach to develop sales skills, resulting in increased staff performance.
- ◆ Performed in the top 15% of sales representative, negotiating approximately \$1.7 million in annual sales, as a sales associate.
- ◆ Contributed to a 75% revenue growth rate over a 10 year period.
- ◆ Direct sales staff ensuring sales goals are meet to achieve revenue expectations.
- ◆ Structured employee review process to monitor sales performances and adjust sales processes.
- ◆ Establish revenue targets for sales division, prepare sales data sheets, and review orders.
- ◆ Designed showcase gallery for optimal marketability of appliance products.
- ◆ Conduct sales meetings and prepare agenda to communicate company goals and initiatives.
- ◆ Represent organization at industry trade events.
- ◆ Correspond with builders, designers, vendors, and purchasing department.

EDUCATION

Culinary Arts Theory and Training	Various Locations, Ongoing
Sales Training	Kitchen Aid, 2006
Management Skills and Communication	Mariel Line Distributors, 2003
Sales Training	Toshiba, 1999
Management	Humber College, Toronto, 1996
Sociology and Economics	York University, Toronto, 1990