



# Stacey Higgins B.COMM

## Senior Business Development Manager

PATIENCE | PERSEVERANCE | PASSION

Strategic senior sales executive grows revenue, increases margin, and delivers multi-million dollar results for market leaders. Tenacious sales driver produces cost effective improvements that capture market share and secure long-term growth. Generates outstanding revenue gains and expands market share through relationship development. Out-delivers competition, educates clients and secures high profile, high-return accounts then earns multiple sales awards for exceptional performance. Introduces new products to new markets and consistently earns new business for Fortune 500 companies.

### KEY PROFICIENCIES

Channel Distribution Management	Revenue Growth	Relationship Development
Cold Calling & Prospecting	Customer-Focused Service	Consultative Selling
International Business Development	Partnership & Alliance Formation	High-Impact Presentations
Vendor & Contract Negotiations	Product Launch & Positioning	New Business Development

### SALES ACHIEVEMENTS

- **Exceeded** multi-million dollar sales objectives for world-leading company and increased revenue year-over-year.
- **Surpassed** sales targets 117% to 145% earning President’s Club status for four consecutive years.
- **Established** nearly \$5 million of additional revenue and developed corporate partnerships with key accounts.
- **Expanded** sales 20% for three consecutive years and surpassed \$2.5 million sales targets.
- **Outperformed** top competitors and more than 250 internal sales professionals and won prestigious sales accolades.

Fiscal Year	Target	Actual	Exceeded Target
2003	\$2,500,000	\$3,625,000	\$1,125,000
2004	\$3,500,000	\$5,075,000	\$1,575,000
2005	\$4,500,000	\$5,715,000	\$1,215,000
2006	\$6,000,000	\$7,020,000	\$1,020,000

### BUSINESS DEVELOPMENT EXPERTISE

ELECTRONIC MANUFACTURER US INC.

*Leading manufacturer of electronic equipment to both commercial and consumer markets in the nation.*

ELECTRONIC MANUFACTURER US INC. - COMPUTER SYSTEMS DIVISION

**NATIONAL BUSINESS DEVELOPMENT MANAGER** | \$2.5 MILLION SALES TARGET | 200 clients | 10 support staff 2008 to present

- Identified market opportunities and orchestrated successful launch into the healthcare industry in 2008 to expand company’s market penetration and build new revenue stream.
- Introduced over 175 healthcare facilities to new product and secured 25 new clients, despite having no new product to demonstrate until six months into the position.
- Ascertained client’s buying motivators and understood their workflow then championed their requirements internally and delivered a superior solution that exceeded expectations and locked out competition.
- Tripled new users in the second year of production and quadrupled it by year three.

Key Accounts: High-profile Hospital, Local Home Health, State Health Services, Regional Health Services, and Specific Hospital

**Initiates relationships that produce multi-million dollar sales revenue**

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PAGE 2 OF 3

## ELECTRONIC MANUFACTURER US INC. - PROFESSIONAL SERVICES DIVISION

**NATIONAL BUSINESS DEVELOPMENT MANAGER** | \$6.5 MILLION SALES TARGET | 150 clients | 10 support staff 2006 to 2008

**NATIONAL ACCOUNT MANAGER** | \$4.5 MILLION SALES TARGET | 60 clients | 6 support staff 2004 to 2006

**REGIONAL ACCOUNT MANAGER** | \$2.5 MILLION SALES TARGET | 30 clients | 3 support staff 2003 to 2004

- Outperformed sales objectives by more than \$1 million.
- Created accurate forecast measures and anticipated adequate inventory supply.
- Initiated and expanded major accounts in Ontario and generated multiple millions of dollars in revenue.
- Researched competitors regularly, hunted and pursued new accounts, and uncovered opportunities to strategically outperform and gain market share.

Key Accounts: Top Car Company, Top Retail Service Provider, Top Computer Company, Top Financial Institute

## AUDIOVISUAL COMPANY

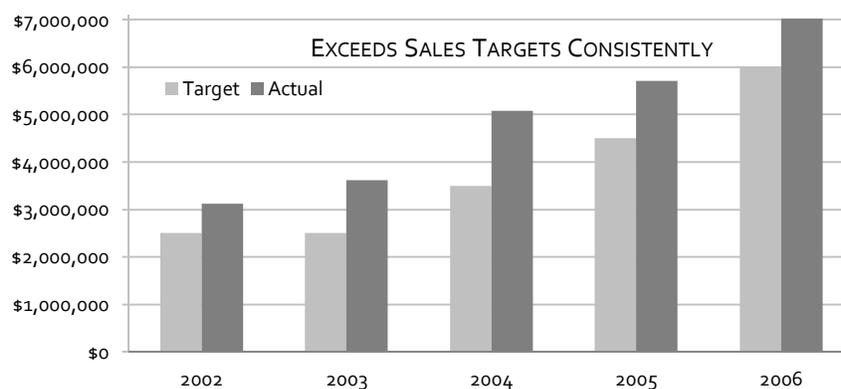
*Family owned \$100 million company and America's leader in audiovisual solutions.*

**SALES CONSULTANT** | \$2.5 MILLION SALES TARGET 1997 to 2003

- Leveraged executive relationships with key decision makers, and used multimedia technology to strengthen revenue and growth sales more than 25%.
- Improved relationships and sales in multiple sectors like corporate, government, and education and promoted the use of new technology.
- Introduced concept of National Account Program, then implemented strategies to support international accounts.

Key Accounts: Prestigious University, Telecommunications Organization, State Organization, Top American Retailer

## DEMONSTRATES SALES ACHIEVEMENTS



## AWARDS & RECOGNITION

**President's Club – Four Consecutive Years** 2003 to 2007

Earned for outstanding sales achievements, beating out top-performing peers, and exceeding sales objectives

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PAGE 3 OF 3

## SPEAKING ENGAGEMENTS

### Mobile Computing in the Workforce

2010

Advisory Council, Electronics Manufacturer – location | second location | third location

Educated and informed physicians, healthcare professionals, and paramilitary professionals (firefighters, paramedics, police)

## EDUCATION

### Bachelor of Commerce

1995

University of Western Ontario

## CONTINUING EDUCATION

### Marketing Management | Advanced Account Management | High Yield Selling

#### Key Account Management | Business Development

Prestigious Business School

2005 to 2007

### Effective Selling Skills | Presentation Skills Workshop | ABCs of Relationship Selling

America Professional Sellers Association (APSA)

2001 to 2005

### Practical Sales Strategies | Time Management

Private Consultant Sales Guru

2003

### Audiovisual Essentials from A-Z

International Communications Industries Association (ICIA)

2002

## PERFORMANCE ACKNOWLEDGMENT

*"Thank you for the amazing service Stacey and for all of your support.  
You are always so quick to assist, you're efficient and always come back with a solution for us. You're a gem!"*  
Client

*"Stacey ...your high energy and level of integrity goes without saying.  
We couldn't have survived our pilot project without you!"*  
Client

*"Stacey works well with the Global Team to gather information and apply it to the American market  
...she continues to uncover opportunities and work hard to close new business.  
With fierce competition, Stacey works hard to ensure Electronic Manufacturer US wins the business..."*  
Director of Sales and Strategic Marketing, Computer Systems Division, Electronic Manufacturer US Inc.

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