

Whitman Carley

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Sales & Business Development Representative

Building Construction ~ Residential Remodeling ~ Home Improvement Industries

- ▶ Experienced professional with more than 18 years of experience emphasizing sales, marketing, and business development in the building construction, residential remodeling, and home improvement industries. Skilled and knowledgeable with all tools and blueprints related to residential construction. Degree in building construction technology.
- ▶ Highly customer-centric with excellent relationship building skills as evidenced by achievement in building 6-figure annual sales and more than 700 new customer accounts in past 7 years, primarily through referrals. Strong sales and marketing skills to build new business and cultivate existing customer relationships. Self-confident, organized, and motivated. Bring creativity and an entrepreneurial spirit to all business endeavors.

Sales & Business Development Qualifications

- New Business Development
- Word-of-Mouth Marketing
- Trade Show Marketing
- Customer Relations & Service
- Lead Generation
- Sales & Pricing Strategies
- Cold Calling & Prospecting
- Sales Presentations
- Competitive & Market Analysis

Professional Highlights

XXXXXXXXXXXX – City, ST

20XX – Present

Installer of maintenance-free gutter systems throughout the Southeastern U.S..

BUSINESS DEVELOPMENT MANAGER / GENERAL MANAGER

Broke new ground by introducing maintenance-free gutter systems in the region, effectively pioneering and selling a product and system that has since become mainstream in residential construction/remodeling.

Business Growth

- ▶ **Developed and built business from start up** to generate 6-figure sales annually; established strong 700-account customer base of residential home owners, contractors, and commercial businesses.

Sales Increases

- ▶ **Increased sales year-over-year** by leveraging referenceable accounts to build credibility and introducing new sales tools and marketing collateral.

New Market Development

- ▶ **Opened the market ahead of the competition**, persuasively overcoming customers' concerns about product viability through combination of techniques that included product demonstrations, a strong guarantee, and referral lead generation.

Sales & Marketing Presentations

- ▶ **Created marketing presentations and demo products** for multiple annual exhibitions at regional home shows; developed highly effective sales approach that emphasizes personal service, consumer education, and relationship building.

Customer Loyalty & Referrals

- ▶ **Produced 80% of all new business in 2006 through referrals.** Fostered excellent relationships and referrals by building trust and rapport with customers.

Staff Supervision

- ▶ **Hired, trained, and supervised estimators and installers**, providing guidance in use of tools, on-the-job safety guidelines, customer interactions, and effective presentation of project estimates.

XXXXXXXXXXXXXXXXXX – City, ST

19XX – 20XX

Residential remodeling and landscaping services company.

SALES EXECUTIVE / PARTNER

Construction Sales

- ▶ **Prepared and produced construction estimates;** sold services to residential homeowners and built strong customer relationships and referrals. Partnered with Garden Design division to provide full scope of inside/outside services.

Project Management

- ▶ **Managed all aspects of construction projects from start to finish;** projects included new decks, interior and exterior paint, wood floors, windows and doors, patios, walkways, walls, closets, fencing, and kitchen/bath remodeling.

Efficiency Improvement

- ▶ **Established streamlined systems, technologies, and processes** to maximize efficiency and productivity. Enhanced company image through highly professional sales and marketing presentations and strategies.

XXXXXXXXXXXXXXXXXX – City, ST

19XX – 19XX

Fundraising for environmental change

FUNDRAISING FIELD MANAGER

Team Leadership

- ▶ **Promoted from field canvassing role to manager** based on excellent fundraising accomplishments and leadership potential. Trained, organized and managed teams of canvassers in door-to-door fundraising.

Top Performance

- ▶ **Ranked as the #1 door-to-door fundraiser in the nation** and set new record for the highest amount ever collected in a single night.

*** Early career as an independent construction subcontractor, working on projects for contractors in the new home construction and residential remodeling industries.

Education

A.S., Building Construction Technology (19XX)

XXXXXXXXXX College – City, ST

Completed additional coursework toward degree in Architectural Drafting and Design

Strong computer skills, including Quickbooks Pro, MS Office Suite, and Adobe Photoshop

Associate Member, Micro Credit XX