

Brenda Charles

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Available for Relocation and Extensive Travel

SALES DIRECTOR

Specializing in new business development and market expansion

- Combine entrepreneurial drive with business-management skills to increase revenues, market share and profit performance.
- Communicate a clear, strategic sales vision, effectively training and coaching both veteran and junior sales team members.
- Cultivate excellent relationships with new prospects and existing customers.
- Turn around lagging operations and prepare companies for fast growth and profitability.

SKILLS

- New Business Development
- P&L Management
- Strategic Planning
- Operations Management
- Key Account Management
- Turnaround & High-Growth Strategies
- Customer Relationship Management
- Staff Training & Development
- Contract Negotiations
- Budgeting & Forecasting

PROFESSIONAL EXPERIENCE

ABC Company, Sometown, NC

Sales Director, 2012 to Present

Sales Manager, 2007 to 2012

Customer Service Manager, 2000 to 2007

Advanced to sales director role to serve as a key member of executive team developing sales strategies for a cellular services company. Direct the activities of 25 sales managers and their respective staff (approximately 300 employees). Formulate marketing, brand planning and business-development strategies to drive revenue growth.

Outcomes:

- Revived operation on the verge of bankruptcy to a turnaround success story. Revamped pricing strategy, implemented effective promotional strategies, trained a high-performance sales team and helped boost corporate image.
- Tripled annual sales volume within four years, growing sales from \$15 million in 2012 to \$45 million in 2016.
- Achieved 2016 Star Performance Award for outstanding sales results, representing the first time the division achieved this recognition.
- Led the growth of sales department from 175 to 300 employees. Established a competitive sales force by offering aggressive compensation, desirable benefits packages and performance-driven sales-incentive programs.