

JOHN H. SMITH

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MARKET SALES MANAGER

Proven Sales, Training & Leadership Excellence

Highly accomplished, top-performing market sales manager with more than 12 years of proven success in delivering top-ranking individual and team sales performance throughout market territories. Talented team builder successfully hires and develops talented managers and sales force through hands-on leadership, clearly defined goals, and consistent follow-up. Recognized companywide for excellence in building long-term partnerships throughout all client and corporate levels, and for creating simple and effective tools to streamline processes, drive best practices, and exceed all goals in service, sales, and profit.

Key Areas of Impact

- Market Sales Management
- Negotiation & Influencing
- Executive Presentations
- Business Turnaround
- Training/Employee Development
- Multichannel Sales
- Metrics Management
- Communication & Follow-up
- Financial Analysis & Planning
- Motivation & Coaching
- B2B Sales
- New Business Development

Technical Proficiencies include: MS PowerPoint, MS Excel, MS Access, MS Outlook, TIM Scheduling System, Aspect Communication Queue Monitoring System, E-Fax, Adobe 5.5 and 6.1

PROFESSIONAL EXPERIENCE

Bank Associates

2002-present

MARKET SALES MANAGER, MERCHANT SERVICES, Los Angeles, CA (2008-present)

Lead and manage the company's highest-performing team of 15-20 business-to-business (B2B) outside sales professionals in the sales of non-cash payment processing solutions to businesses with varying financial needs. Recruit, train, develop, motivate, and retain a talented team of high-performing sales and management professionals. Reviews financial plans and profit goals and establishes weekly metrics for success. Participates in sales meetings and delivers presentations as an executive-level representative, and provide one-on-one coaching to optimize individual performance.

- **Led a dramatic turnaround in performance and morale within this under-producing region.** Rebuilt damaged partnerships, hired and trained a strong team, and worked closely with departmental sales leaders to identify issues, solve problems, establish goals, and align productivity with corporate standards. Drove best practices in partner communications to regain trust and reestablish business opportunity.
- **Streamlined training processes** through the creation of quick reference guides to guide new-hire processes, credit efficiency, bank visits, prospecting and cold calling, pricing, and optimizing revenue.

Sales Awards & Accomplishments

- **Won Top Manager Award 3 out of 6 years**, based upon total annual revenue generated.
- **Bank Associates Top Gun Winner, and National West Coast Contest Winner, 2009**
- **Trending to achieve 120% of total revenue goal in 2012.**
- **Produced \$3,575,500 in total revenue in 2011, exceeding annual goal by 15%.**
- **Delivered \$750,580 in total revenue in 2010, exceeding annual goal by 25%**, and ranked #1 in overall revenue production, and #1 in Payment Suite Production.
- **Exceeded 2011 annual sales goal by 60%, achieving \$800,575 in total revenue.**
- **Awarded Vice President Title based upon outstanding sales results, 2011**

BUSINESS SALES CONSULTANT/TEAM LEAD, MERCHANT SERVICES, Santa Monica, CA (2003-2008)

Sourced and partnered with retail bank customers, and networked with internal business units to drive complex channel sales objectives. Analyzed financial statements, developed proposals, and delivered presentations to clients.

Promoted to Team Lead in 2007. Maintained all personal sales productivity, while helping to interview, manage, and coach new sales representatives. Set goals, held one-on-one training sessions, attended sales calls and meetings to ensure employee development and achievement. Supported big-picture objectives as a speaker in weekly and monthly national sales calls, providing training and education on various topics such as product details, credit issues, reading statements, overcoming objections, and closing sales. Leverages company best practices to coach underperforming new hires and sales consultants.

- **Strengthened revenue opportunities by restoring internal collaboration** between Bank Associates business relationship managers, the business development consultants, and the wholesale banking group by conducting weekly cold calling session, assisting with customer conflicts, setting goals, and defining the importance of business relationships and their value for the customer.
- **Implemented an effective “buddy-system” training program** for the Merchant Services group that was rolled out region-wide.
- **Recognized for national sales leadership** and repeatedly presented at national sales conferences on topics such as obtaining business, analyzing merchant statements, and surpassing sales goals.

Sales Awards & Accomplishments

- **Level-10 performer (on a scale of 1-10), 2005-2008**
- **Bank Associates Top Gun Winner, 2008**
- **National West Coast Contest Winner, 2005, 2007**
- **Awarded Assistant Vice President Title** based upon outstanding sales results, 2007
- **Recognized companywide for a sale that produced client revenues exceeding \$15M.**

MERCHANT SALES TEAM LEAD, NATIONAL CALL CENTER, West Hill, CA (2002-2004)

Managed a team of 15 inbound sales representatives in the effort to sell merchant services to new and existing customers. Established goals, trained and motivated staff, supervised calls, and provided ongoing incentives to drive top-tier sales results. Assisted with the design and delivery of all Merchant Services training programs for new team members, and oversaw pilot service programs to ensure optimal results.

- **Improved efficiency** by developing written guidelines for various processes including documentation requirements as well as a “customer-owned merchant equipment” tip sheet to maximize sales opportunities.

Sales Awards & Accomplishments

- **Led the sales team to exceed all revenue goals in 2003 and 2004** by singlehandedly managing all service escalation issues, tracking and reporting metrics, and providing weekly coaching to build sales skills and strategy.
- **Augmented profit \$8000 per month** through the design and development of a best-practices program and materials.
- **Increased team-generated referrals more than 35%** through the creation and implementation of the Product Service Partners.
- **Increased sales and referrals 10% for multiple teams** by developing and driving center-wide sales contests.

MERCHANT SALES EXECUTIVE, NATIONAL CALL CENTER, West Hill, CA (2002-2003)

Sold Merchant Services to new and existing Bank Associates customers in an inbound call center, consistently achieving aggressive goals that were measured daily. Established immediate rapport with clients to build new business and enhance existing customer relations. Tested and trained other team members on new automated lead-tracking system.

- **Increased understanding of client needs and decreased customer complaints** by assisting with the pilot of an outbound calling program, ensuring that clients were managed according to strict service level agreement (BLN) requirements. Updated processes to referral system to enable lead generation from any client or client representative at any time of day.

EDUCATION

WEST HILL COMMUNITY COLLEGE, West Hill, CA

Three years of coursework with focus in Business and Marketing

Multiple Excel Workshops and Microsoft Project 2001 Workshop

Chosen as one of eight to participate in the Bank Associates Mentor Program, Chicago, IL

1998-2001