

## John Smith

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**Objective:** Interests in a position as Dental Sales Senior Manager with a leading Dental equipment manufacturing firm, where I can implement my expertise in the field of dental sales.

**Experience:** GPL Dental Equipment New York  
*Dental Sales Senior Manager* 3/3/2009 to Present

- Managed and coordinated daily/weekly/monthly sales activities of multiple sales teams.
- Coordinated sales distribution by establishing sales territories, quotas and goals among sales managers.
- Advised dealers, distributors and clients concerning sales and advertising techniques.
- Managed a team of 5 sales managers and 50 dental sales executives.
- Analyzed sales statistics in order to formulate policy and to assist dealers in promoting sales.
- Reviewed market analyses in order to determine customer needs, volume potential, price schedules and discount rates.
- Developed sales campaigns in order to accommodate goals of company.
- Directed product simplification and standardization to eliminate unprofitable items from sales line.
- Represented company at trade association meetings to promote product.
- Analyzed and controlled expenditures of division in order to conform to budgetary requirements.
- Reviewed periodic sales report showing sales volume and potential sales.
- Directed product research and development.
- Recommended and approved budget, expenditures, appropriations for research and development work.

Dental Equipment Suppliers New York  
*Dental Sales Manager* 3/3/2006 to 3/3/2009

- Managed and coordinated daily sales activities.
- Directed staffing, training and performance evaluations in order to develop and control sales program.
- Coordinated sales distribution by establishing sales territories, quotas and goals.

- Advised dealers, distributors and clients concerning sales and advertising techniques.
- Trained and managed a team of 10 dental sales executives, resulting in significant improvements in their productivity.
- Assigned sales territory to sales personnel.
- Analyzed sales statistics in order to formulate policy and to assist dealers in promoting sales.
- Reviewed market analyses in order to determine customer needs, volume potential, price schedules and discount rates.
- Developed sales campaigns in order to accommodate goals of company.
- Directed product simplification and standardization to eliminate unprofitable items from sales line.
- Represented company at trade association meetings to promote product.
- Coordinated liaison between sales department and other sales-related units.
- Analyzed and controlled expenditures of division in order to conform to budgetary requirements.
- Assisted other departments within establishment to prepare manuals and technical publications.
- Prepared periodic sales report showing sales volume and potential sales.
- Directed sales for manufacturer, retail store, wholesale house and other establishment.
- Directed product research and development.
- Recommended and approved budget, expenditures, appropriations for research and development work.

<b>Education:</b>	State University of New York <i>Bachelors of Commerce</i>	New York 2005
	State University of New York <i>Masters in Business Management in Marketing</i>	New York 2008

**Awards:**      Awarded the Sales Manager of the Year 2007  
                       Awarded the Best Territory (Sales) of the Year 2008  
                       Awarded the Senior Sales Manager of the Year 2010

**References:**    Available upon request