

## John Smith

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**Objective:** Interested in a position as a printing sales representative for a leading printing firm.

**Key Skills:**

- Great negotiating skills & sales skills
- Great customer service & communication skills.
- Ability to gain customer confidence in the shortest span of time and build customer relations.
- Ability to assess every different customers' needs.
- In-depth knowledge of the printing equipment and printing sales
- Able to effectively meet sales goals.

**Experience:** GPL Printing Firm New York  
*Printing Sales Representative* 3/3/2009 to Present

- Visited business establishments to solicit business for printing firm.
- Interviewed purchasing personnel and quoted prices.
- Explained technical phases such as type size and style, paper stock, binding materials and various methods of reproduction.
- Contacted prospects, following leads submitted by management, established customers, and developed through other sources.
- Prepared sales promotional letters to be sent to prospective customers.
- Submitted formal bids on large orders of printed matter.
- Responsible for designing sales presentations and promotion campaigns.
- Responsible development and management of new business accounts.
- Responsible for printing management and distribution cycle.
- Assisted in planning, managing and budget.

**Education:** State University of New York New York  
*Bachelors Degree in Marketing* 2009

**References:** Available upon request