

John Smith

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OBJECTIVE: Interested in a position as a radio sales representative for a leading radio equipment distributor.

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 radio equipment marketing & sales
- Able to effectively meet sales goals.

EXPERIENCE

GPL Radio Equipment Distributors

New York

Radio Sales Representative

3/3/2009 to Present

- Visited business establishments to solicit business for radio equipment.
- Interviewed purchasing personnel and quoted prices.
- Explained technical phases such as type, model, technology for radio equipment.
- 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 radio equipment.
- Responsible for designing sales presentations and promotion campaigns.
- Responsible development and management of new business accounts.
- Responsible for distribution cycle for copier equipment.
- Assisted in planning, managing and budget.

EDUCATION

State University of New York

New York

Bachelors Degree in Marketing

2009

REFERENCES: Available upon request