

**John Smith**

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New York  
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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