

## *Duke Cassidy*

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*Objective:* Interested in the position of a sales representative with a leading sales corporation/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.  
Able to effectively meet sales goals

*Experience:* *WBB Sales Copr* *New York*  
Sales Representative 3/3/2007 to Present

- ♦ Checked stock levels and reordered merchandise as necessary.
- ♦ Trained customers' employees to operate and maintain new equipment.
- ♦ Planned, assembled and stocked product displays in retail stores, and made recommendations to retailers regarding product displays, promotional programs and advertising.
- ♦ Performed administrative duties, such as preparing sales budgets and reports, keeping sales records, and filing expense account reports.
- ♦ Obtained credit information about prospective customers.
- ♦ Consulted with clients after sales and contracted signings in order to resolve problems and to provide ongoing support.
- ♦ Bought products from manufacturers and brokerage firms, and distributed them to wholesale and retail clients.
- ♦ Recommended products to customers, based on customers' needs and interests.
- ♦ Provided customers with product samples and catalogs.
- ♦ Estimated and quoted prices, credit and contract terms, warranties, and delivery dates.
- ♦ Answered customers' questions about products, prices, availability, product uses, and credit terms.
- ♦ Negotiated with retail merchants to improve product exposure such as shelf positioning and advertising.
- ♦ Prepared drawings, estimates, and bids that met specific customer needs.
- ♦ Contacted regular and prospective customers to demonstrate products, explain product features, and solicit orders.
- ♦ Forwarded orders to manufacturers.

- ◇ Identified prospective customers by using business directories, following leads from existing clients, participating in organizations and clubs, and attending trade shows and conferences.
- ◇ Monitored market conditions, product innovations, and competitors' products, prices, and sales.
- ◇ Negotiated details of contracts and payments, and prepared sales contracts and order forms.
- ◇ Arranged and directed delivery and installation of products and equipment.

*Education:*                      *State University of New York*                      *New York*  
    *Bachelors Degree in Marketing*    *2007*

*References:*                      Available upon request