

TOM MERCHANT

Tools for Transition Sample Resume

4474 Anywhere Street, Anywhere, CA 99999 ♦ (555) 555-5555 ♦ merchant@comcast.net

EXPERIENCED SALES PROFESSIONAL

Consultative Sales

- Successful sales professional who is customer-oriented in providing detailed follow-up for complex product and service sales.
- Experienced with needs assessment, estimating and setting up several million dollars of sales annually.
- Works closely with client service and production departments to ensure that all jobs are completed accurately, on time and within budget.

PROFESSIONAL HISTORY

Ad mail Inc. , Hayward, CA <i>Large printing and direct mail provider</i>	1999 – 2005
Snyder Newell , South San Francisco, CA <i>Local printing and direct mail provider</i>	1998 – 1999

SALES REPRESENTATIVE (*same duties both positions*)

- Consistently performs as top salesman in company during both good and difficult economic times selling several million dollars a year in products and services.
- Provides consultative sales to clients for full-service printing and direct mail. Performs needs assessment, advises client on most cost-effective printing techniques and direct mail options. Works with graphic designers on most compatible design features for web and sheet-fed printing.
- Established key international account through trade show introduction. Built account through persistence, excellent communication and willingness to “go the extra mile”.
- Generates business by working trade shows, making cold calls, participating in trade associations and following referral leads.

TECHNICAL SKILLS

Microsoft Office: Excel, Word ♦ Print Stream (estimating program)

EDUCATION

Memphis State University, Memphis, TN
Two years coursework completed towards business major

PROFESSIONAL ASSOCIATIONS

Direct Marketing Association, *Member*
Graphic Arts Association, *Member*
Printing Industries of Northern California, *Member*