

JOHN McDONALD
Tools for Transition Sample Resume

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SALES PROFESSIONAL • SALES MANAGER
MANUFACTURER'S REPRESENTATIVE

Bilingual conversational Spanish

- ✓ Experienced sales professional with broad background in all aspects of sales and general business management.
- ✓ Successful manager who can motivate and train employees to achieve good productivity while creating a pleasant work environment.
- ✓ Former small-business owner who has excellent understanding of all aspects of running a profitable business.

PROFESSIONAL BACKGROUND

Café Meyers, Danville, CA

1993 – 2005

Breakfast and lunch restaurant with seating for 50 people

OWNER/OPERATOR

- Established and managed a specialty mail order coffee business. Converted that business by purchasing an established coffee shop.
- Repositioned the coffee shop as a breakfast and lunch restaurant after a new Starbucks location became serious competition. Did market research to determine how to be competitive by offering an attractive selection of food and friendly “Cheers-like” atmosphere. Developed menu, upgraded decor, retrained staff and made full transition of the business to a profitable restaurant.
- Hired, trained, scheduled and supervised staff of approximately 12 people. Retained some excellent long-term employees while managing transitional staff of students.
- Managed all operational functions, including payroll, cash flow and preparing financial statements. Purchased all food and paper products. Maintained all equipment, keeping the restaurant compliant with safety and health standards.
- Successfully valued the business, negotiated and closed the sale for over 2.7 times the net income.
- Awarded “Best of the East Bay” by Diablo Magazine in May 2005.

Merada of San Francisco, Millbrae, CA

1991 – 1993

Privately held manufacturer and wholesale distributor of high-end specialty bedding products.

SALES REPRESENTATIVE / MANUFACTURER'S REPRESENTATIVE

- Managed book of business for hundreds of retail distributors nationally. Clients included national chains and smaller independent stores.
- Helped retail stores to improve merchandising displays, including introducing new product lines.
- Obtained information about industry trends, competitor products and pricing for use in developing new products.

PROFESSIONAL BACKGROUND (Continued)

The Bedroom (Purchased by Sun Valley Waterbeds), San Jose, CA **1985 – 1991**
Regional chain of stores selling waterbeds and furniture accessories

STORE SALES MANAGER **1988 – 1991**
SENIOR SALES REPRESENTATIVE **1986 – 1988**
SALES REPRESENTATIVE **1985 – 1986**

- Promoted from sales representative to Stores Sales Manager because of excellent sales skills and willingness to take on responsibility.
- Trained, supervised and motivated sales representatives at 4 different stores. Sent to different locations because of ability to increase sales at each location.
- Received numerous company sales awards. Consistently in the top 10% of sales representatives in the company.

EDUCATION

Foothill College, Los Altos, CA
General business coursework in sales and marketing