
John Smith

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SUMMARY OF QUALIFICATIONS:

Recognized as visionary and creative thinker adept at consistently exceeding company sales goals by overseeing and enhancing account sales efforts. Accomplished track record of accelerating profitable revenue with over 10 years sales experience. Possesses strong time management skills; consistently achieves/exceeds management set sales goals. A sales and business development professional that respects and leverages human capital via mentoring, motivating, and leading by example. Adept at building profitable and long-term business relationships by consistently developing and maintaining client loyalty and establishing new business.

PROFESSIONAL EXPERIENCE:

SPRINGFIELD MORTGAGE CENTER

SPRINGFIELD, IL

Corporate Director of Sales and Marketing

2009 – Present

- Recruit by owner to become Director of Sales because of existing network and profitable book of business.
- Utilize industry contacts to establish mortgage business by developing profitable relationships with realtors.
- Quickly develop and initiate business partnership opportunities with real estate leaders in the area.
- Plan and develop various sales promotions, building productive relationships with commercial accounts, and in-plants within the companies. Conduct educational seminars and familiarization trips.
- Produce weekly sales activity reports documenting the sales activities and plans for the previous week.
- Responsibilities include: maximizing revenue/margins, establishing strong public relations, determining customer travel needs, and producing/implementing sales activities to achieve aggressive sales goals.
- Maintain a close overview of sales employee relationships and morale to ensure profitable sales.

SPRINGFIELD MORTGAGE

SPRINGFIELD, IL

Co-Owner / President / BOD

2007 – 2009

- Implemented extensive marketing and sales strategies to achieve aggressive sales goals and projections.
- Closely coordinated with sales operations to assess effectiveness of sales and marketing processes.
- Demonstrated expertise in working directly with executive staff to manage direct marketing programs and activities to facilitate introduction of new marketing solutions and processes, and recommended strategies for improvements to existing programs/campaigns to significantly increase commercial sales.
- As President, utilized people skills to mentor sales team; reviewed files of completed loans for credit history, appraisals, and income; ensured consistency; noted the best clients for future marketing efforts.

BLINDS AND WALLCOVERS

SPRINGFIELD, IL

Director of Business Development

2002 – 2005

- Implemented and ensured that all established fiscal plans were followed, including sales forecasting, budgeting, and sales plans; monitored sales growth, payroll management, productivity, and inventory.
- Hired, managed, and trained employees to maximize productivity according to company set standards.
- Consistently established and maintained good relations with a network and pipeline of opportunity.

ILLINOIS MORTGAGE CORPORATION

SPRINGFIELD, IL

Owner / President

1992 – 2001

- Managed startup operations of a new business including staffing, training, and business development.
- Highly competent in creating winning proposals as well as developing and implementing sales strategies.
- Solid negotiation skills and proven business development ability to build profitable business relationships.
- Develops a comprehensive marketing program to target population for product knowledge and sales.
- Demonstrated ability in directing and overlooking “in-house” reservation and special services department.
- Created innovative marketing strategies for direct mailing, cold calling, and new business referrals.
- Grew sales to over \$20M annually with over 40 employees, at 4 locations—providing thousands of mortgages.