

SHERYL WILSON

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SALES REPRESENTATIVE / TERRITORY LEADER

Top Producer Outperforming Market Conditions – Consistent Revenue Achievement Through Solution Selling, Marketing Savvy, & Intuitive Relationship-Building Strategies

Persuasive, dynamic sales leader with outstanding revenue growth record attained through exceptional closing skills. **Proficient relationship-builder and contract negotiator** with reputation for optimizing terms. **Consultative sales expert** with in-depth knowledge of marketing concepts and communications.

Relevant Sales Competencies:

Benefit Selling Techniques – Prospecting & Lead Generation – B2B & B2C Sales – Trade Shows
E-Commerce – Sales Incentive Programs – Event Planning & Management – Key Partnerships & Alliances
Client & Distributor Relationships – Project Management – Marketing Campaigns & Promotions

“Sheryl exudes a high amount of energy and accepts new tasks as a challenge. She is extremely deadline-conscious... juggling a million details and often completing projects before they are due.” - Supervisor, Dex Media

“I have been impressed with Sheryl’s dedication... as an articulate, persuasive salesperson. Her on-the-job performance is nothing less than stellar (and she) can take on even the most demanding challenges.” - Broker Associate

SALES PERFORMANCE HIGHLIGHTS

Revenue & Sales Growth

- Generated \$2.06M+ annual gross revenue, with strong closing rate despite economic conditions. Outsold area custom developers 700% on average based on consultative abilities at XYZ Development Company.
- Closed peak sales—representing 2-to-1 achievement over colleague in aggressive market.
- Sold \$2.4M+ annual volume and attained Top 10 ranking for sales productivity at Group A Funding.

Distributor Alliances

- Facilitated expansion into global markets for animal/human nutraceuticals manufacturer, growing distributor network and increasing sales with product analysis and knowledge of FDA/state laws.

Marketing / Sales Force Development

- Maximized sales recognition and subsequent performance at Dex Media by creating innovative programs including Circle of Excellence for sales achievers in Top 10%.
- Enhanced market presence, designing trade shows/booths, marketing campaigns, PR, and graphics.

PROFESSIONAL HISTORY

LEAD BROKER / ASSOCIATE AND MARKETING MANAGER, 2006–Present

XYZ Development Company, Colorado Springs, Colorado

Grew sales performance as top-producing associate and licensed sales broker for custom developer and brokerage firm, with full-spectrum leadership of all marketing and promotional activities. Promote product lines for 8 custom construction companies with full control of relationship-building activities, website content, and all advertising. Ensure success by supplying sales, marketing, design, and market analysis input to building processes. Maintain presence in area networking venues including Chamber of Commerce.

Sales Impact:

- Generated continual flow of leads and referrals, turning around relationships with area sales professionals by streamlining referral processes and establishing rapport to open new opportunities.
- Delivered competitive edge through market analysis, monitoring pricing, quality, location, and amenities.

Professional Experience continued...

- Differentiated business through extensive follow-up to assess client requirements and foster relations.
- Promoted firm's image by creating marketing communications including brochures, press releases, flyers, newsletters, design/graphics, and distributor presentations. Directed outsourced art/production services.
- Designed trade show booths and managed presence at industry events.

MANAGER – REWARDS & RECOGNITION/SALES OPERATIONS, 2002–2006

Dex Media, Englewood, Colorado

Directed all sales-related rewards, incentives, and recognition programs for nationwide sales force of 3,000+, in addition to sales leadership conferences and seminars. Created sales contest rules and event presentations, and supported sales organization goal achievement with opportunities for recognition.

Selected Revenue & Relationship Results:

- Negotiated vendor discounts; saved \$60K in costs and brought in all programs under budget.
- Created and managed 300-person reward trip, including all site selection, themes, entertainment, logistics, and financial components.
- Delivered Business Builder seminars focused on sales business generation techniques, and managed all facets of Leadership Conference with 75+ high-ranking attendees.

MARKETING / OFFICE MANAGER, 2000–2001

New Resources Corporation, Englewood, Colorado

Enhanced Web presence, designed marketing communications, and handled operations for cutting-edge e-commerce business. Resolved technical email/website issues, and created competitive analyses.

Promotional Efforts:

- Produced and managed market research, Web traffic monitoring, email lists, Ebay auctions, and press releases; coordinated and planned staff motivational events.
- Project managed office move to new location, handling construction, communications, and configuration.

MARKETING MANAGER, 1999–2000

Veterinary and Nutraceutical Solutions, Inc., Grand Junction, Colorado

Instrumental in driving business expansion for manufacturer of animal and human nutraceuticals, with key role in sales and marketing strategy development. Created advertising themes, flyers, newsletters, brochures, and press releases, and managed subcontracted firms creating graphics and art. Leveraged competitive analyses for changes to packaging design.

Sales Achievements:

- Added sales revenue by calling on veterinarians, supplying comprehensive product information and in-depth explanation of product benefits.
- Improved market position with oversight of all events, distributor presentations, sponsorships, and campaigns; produced all marketing communications and collateral.

Additional Experience Includes:

OFFICE MANAGER / EXECUTIVE ASSISTANT, ABC Financial Advisors, Colorado Springs, Colorado
(Administered training, travel, and office operations, and served on Events Committee)

SALES – LOAN OFFICER / ORIGINATOR, Group A Funding Inc., Durango, Colorado
(Quickly grew sales volume to attain peak revenue; held all-time record for loans funded per month)

EDUCATION

CANDIDATE FOR BACHELOR OF SCIENCE IN MARKETING (Anticipated 2011)

University of Wisconsin, LaCrosse, Wisconsin