

Greg Marsden – Sales Professional

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RELATIONSHIP MANAGEMENT | BUSINESS DEVELOPMENT | GOOD-HUMOURED | VERSATILE

Dynamic, committed **Sales Professional** with 10+ years' progressive experience of building and maintaining relationships with new and existing partners to maximise revenue in manufacturing and sports & leisure industries. With an enviable track record as a trouble-shooter and for turning around under-performing businesses, has achieved year-on-year sales quotas for past seven years. Given a lifelong passion for sport, is now seeking to secure a senior management position in the sports & leisure sector.

AREAS OF EXPERTISE

- ✓ **Innate ability to manage and identify new channels and sales opportunities** to increase revenue and profitability.
- ✓ **Develops new markets with a talent for developing and retaining targeted accounts.**
- ✓ **An accomplished manager and team leader with a proven ability to build solid, motivated teams**, both large and small. Supportive and able to recognise what drives an individual and adapt management style accordingly.

KEY SKILLS

- | | |
|---------------------------|------------------------|
| ▪ Turnarounds | ▪ Business Development |
| ▪ Team Leadership | ▪ Marketing |
| ▪ Relationship Management | ▪ Promotions |
| ▪ Account Management | ▪ Negotiation |
| ▪ Sales Management | ▪ Financial Management |

PROFESSIONAL EXPERIENCE

NEWMAN: Home-based

2013–Date

Part of Newman Group Inc, the world's largest manufacturer of residential & commercial alarm systems.

National Territory Sales Manager – UK and Scotland

Recruited to develop long-term sales plan across all channels to determine a strategy for individual customers and set company/personal targets. Manage and develop a team of five including a Service Manager and technical staff. Set and renegotiate trading terms with major UK retailers on annually.

- **Doubled business revenues in first 12 months;** developed the product line from one to four main product categories split between professional distribution and retail/trade.
- **Significantly raised company profile and product awareness.**
 - Regularly organise exhibitions and conferences, including security shows, in-house demonstrations, and installer training sessions.
 - Develop bespoke promotional materials for retailers.
- **Developed the Scottish market from a zero base to 20% market share in three years.** Despite a saturated market, achieved product acceptance and established distribution channels previously not penetrated.
- **Introduced the complete range of bluefire products, previously deemed to be non-UK products, to both the professional channel and more recently to retail.** This territory has achieved the largest turnover in Europe for four consecutive years within this product category.
- **Re-established two blue-chip accounts seen as lost with zero activity.** Within just 18 months, reached highest-ever previous sales revenue.
- **Increased company revenues by 7.5%;** revitalised the Homebase accounts and further developed B&Q and Collingwood accounts.

- **Positioned Newman as a leading UK supplier to the major UK distributors** in four individual channels of operation through targeting and developing new channels including warehouses and electrical wholesales.
- **Played an instrumental part in doubling Newman's Territory turnover** in the last four years.
- **Established new UK offices in Bath and input into additional support structures** including UK distribution and warehousing, to sustain growing customer demand.

DISCOVER SPORTS: Home-based

2010–2013

Sports retailer.

Area Sales Manager Southern Region

2010–2013

Promoted to manage circa 20 stores across the South of England including the flagship unit at Bond Street and a team of circa 600 staff consisting of 18 Senior Managers.

- **Maximised sales output of each individual unit and achieved an annual sales percentage for the region** that exceeded the company average.
- **Ensured succession planning at all stages** from new store openings to senior management recruitment, appraisals and in store training.
- **Maximised sales opportunities at each store.**
 - Adapted window displays and product range for each location.
 - Identified trends to effectively allocate stock to the various stores, both short and long term, and ensured each branch was fully stocked.

Senior Store Manager

2004–2006

Recruited to manage all aspects of the day-to-day running of various retail outlets with turnover of £2m+ per annum and a team of up to 35 staff.

- **Progressed from managing a mid-store to one of the main stores** within less than nine months following a history of top sales results. Secured role as Area Manager shortly thereafter.
- **Nominated to manage the largest store in the country, Surbiton.** Re-established the store as number one and increased turnover by 15% within six months.
- **Turned around the Ealing store taking it from the bottom 10 in the group to a top 10 store within just nine months.** This was a failing store struggling to recover after massive theft coupled with limited staff and poor profitability.

Elite Stores Group: Manager Designate

2010

RTW Global: Security Manager

2007-2010

EDUCATION AND QUALIFICATIONS

BSc (Hons) Degree in Sport Science & Physical Education

2002

University of Bedfordshire

Coaching Qualifications:

The Football Association Leaders Certificate, Bronze Medallion
Adult Life Saving Award, Leaders Award British Weightlifters
Association, English Basketball Association Level 11 Coach

ADDITIONAL INFORMATION

Computer Skills: Experience with Microsoft Office – Word, Excel, PowerPoint and Access, and various forecasting systems.

Interests: Keen golfer and football player; gym, reading, cinema and family.