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CLIENT JOB OBJECTIVE

Procure a revenue-producing retail sales management position.

EXPERTISE

- Services (memberships)
- Products

TALENTS & STRENGTHS

- 25 years of sales and sales management experience; long-term success record.
- Sell anything once she knows the business. Very good at showing how a product fulfills a need.
- Up-sell for higher total sale.
- Customer service / customer relations excellence and rapport building.
- PC literate using WordPerfect, Word, Excel, and Access.
- Quick learner; highly intelligent.
- Highly competitive; wants to be the best she can be and works hard to be the best. Loves recognition and the benefit of being #1 in performance.
- Emphasis on picking the right staff for strong performance, retention, and team building. Creates a strong team atmosphere.
- Willing to relocate for the right opportunity.
- Award-winning sales and sales management performance.
- Successful at store turnarounds (turning under performers into top performers).

EMPLOYMENT TIMELINE

#1 COMPANY: Weight Loss International (formerly Pacific Weight Loss)

TITLE: Center Manager

LOCATION: Marietta, Georgia

DATES: January 2004 to May 2008

PRODUCTS / SERVICES:

1. Weight loss club memberships and counseling programs.
2. Add-on services of cookbooks, nutritional bars, and vitamins.

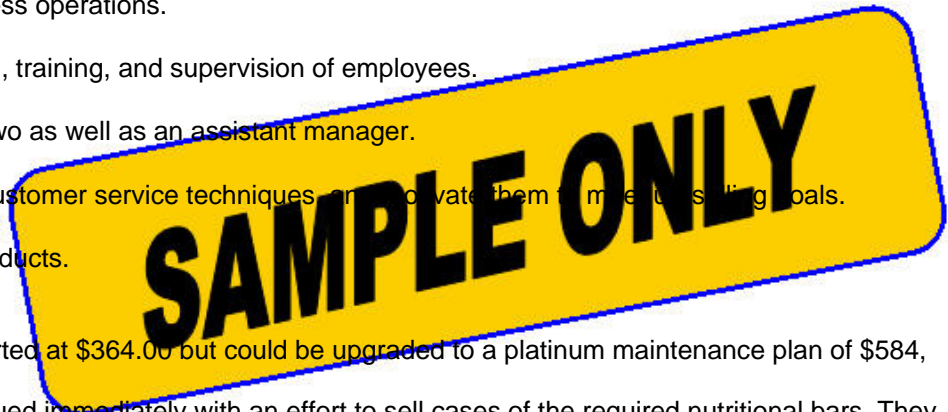
CHALLENGES:

Re-start up and turnaround: Staff Center with customer-focused personnel, reclaim clients, overcome negative brand connotations, meet aggressive revenue goals by increasing average dollars per sale on each transaction.

1. Failed franchise was closed in mid-2003 and was re-opened in January 2004 by the corporate office under a new name to see if it was possible to succeed in the market with a new identity.
2. When the former Pacific Weight Loss closed, they did so abruptly, leaving members in mid-contract with products purchased but not delivered and left un-serviced. Doors were locked and no notices sent out to customers. Only clients who called corporate were reimbursed which resulted in a lot of animosity toward the brand.

RESPONSIBILITIES:

- Manage day to day business operations.
- Handle interviewing, hiring, training, and supervision of employees.
- Supervise a staff of only two as well as an assistant manager.
- Train staff in selling and customer service techniques, and motivate them to meet their selling goals.
- Sell memberships and products.



Stats on Pricing:

- Annual membership started at \$364.00 but could be upgraded to a platinum maintenance plan of \$584, which was the goal.
- Add-on sales were pursued immediately with an effort to sell cases of the required nutritional bars. They were further promoted during weekly client meetings.

Sales Efforts:

- Called all former members and let them know that they were entitled to their membership, how many weeks they had left, and details on any product credits they still had pending.
- Hosted two open houses where they cooked food from the company cookbook and allowed current members to bring guests.
- Introduced referral bonus program for bringing someone in – if they joined and stayed at least 4 weeks they received a \$50 in-store credit.
- Sponsored specials to move excess inventory.

Results Obtained:

- Center averaged 50% close rate from call to walk through the door (against an expectation for this test Center of 30%).
- Staff successfully upgraded 40% of clients from the standard 1-year membership at \$364.00 to the platinum maintenance program at \$584.00.
- Increased up-front sales of nutritional bars by 20% by selling the benefits of bulk discount which allowed facility to move more product and keep clients committed to the program.

- Handled inventory management:
 - Assumed responsibility for facility with minimal inventory.
 - Introduced inventory management and rotation, which reduced inventory shrinkage from over 12% to below industry standards at only 1-2% (industry standard of 4.5%).
 - Performed inventory turning to ensure product did not expire and could be sold.
 - Computerized order function to better track replenishment needs and ensure accurate ordering.
- Oversaw client account management and service:
 - Supervised staff in their weekly visits with clients to provide support, advice, and direction.
 - Ensured staff established rapport of openness and honest support to help them get to root of change.
 - Developed and maintained a comprehensive customer database which allowed for a new system of regular follow up with members and immediate targeting of members who were missing weekly meetings. This allowed the Center to maintain an impressive 80% retention (against the company standard of 58%).
 - Overcame disgruntlement of former, abandoned clients to successfully recruit 20% of members back despite what the former company had done to them.
- Sent payroll information to corporate each week; ensured staff were scheduled for optimal Center coverage without exceeding payroll budget.
- Prepared weekly computerized management reports and handled daily close out, bank deposits, and balancing.