



## MARILYN P. BOUCHER

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### RETAIL SALES MANAGER

- CONSUMMATE MEMBERSHIP SERVICES DIRECTIONS
- AUTHENTIC PROFIT TRANSFORMATIONS AND TURNAROUNDS
- COMPELLING MARKETING AND RELATIONSHIP MANAGEMENT CAMPAIGNS
- DYNAMIC TEAM RECRUITMENT, DEVELOPMENT AND RETENTION

Accomplished sales strategist, marketing, and retail business leader, acknowledged for capacity to steer business transformations, elevate and create sustainable revenue growth, and devise unique marketing, event and sales campaigns that generate ground roots community interest and active participation.

Expert in identifying sales and growth opportunities, forging long-term client relationships, inspiring superior team performances, and driving future prosperity through ideas that are engaging, personalized and bold.

“THE OBJECT OF A SALESPERSON IS NOT TO MAKE SALES, BUT TO MAKE CUSTOMERS”

#### VALUE OFFERED:

- Team Building
- Relationship Management
- Business Revitalizations
- Sales Management
- Operational Management
- Customer Needs Analysis
- Marketing Campaigns

### EMPLOYMENT NARRATIVE

WEIGHT LOSS INTERNATIONAL, Marietta, GA  
Center Manager

1/2004–5/2008

#### Key Points:

- Led profit turn and revitalization of a failed franchise operation.
- Heralded a new era of positive brand perceptions.
- Sustained 80% client retention rate against company standard of 58%.

Reputation for driving a highly successful profit transformation, prompted an offer to lead the revitalization and start-up of a previously failed franchise haunted by negative market and brand perceptions. The challenge: to meet aggressive revenue goals, market the new identity and approach, and win back skeptical customers left in mid-contract under the previous regime.

#### Quick Fix and Enduring Contributions:

- **Reputation Overhaul:** Won back 20% of disgruntled former clients by communicating a new era and offering opportunities to redeem available services from existing contracts.
- **Team Leadership:** Led staff to flourish in a newly energized and competitive climate encouraging excellence. New team upgraded 40% of clients to the “Platinum” program at a 60% increase in fees, and generated a 50% close rate from call to on-site visit—far surpassing goal of 30%.
- **Incentive Programs:** Spearheaded a referral bonus program, providing a \$50 in-store credit for members introducing friends staying for four weeks.
- **Marketing Campaigns:** Hosted two open houses—fun hands-on experiences for sales prospects to cook items from the company cookbook and invite special guests.
- **Sales Management:** Reinforced the need to sell cases of nutritional bars to meet aggressive sales targets for continued business viability. Sales jumped 20% through bulk discounting and customer retention efforts.
- **Customer Retention:** Maintained 80% client retention rates, compared to the company standard of 58%. Success in client retention was attributed to the development and monitoring of an Access database reporting lists of members missing weekly meetings. Immediate follow-up with clients provided the necessary impetus to return.
- **Inventory Management:** Cut shrinkage rates from 12%+ to a maximum of 2% against an industry standard of 4.5%. Successes credited with introduction of inventory management system and stock rotation.

#### SNAPSHOT:

**Company:** Membership-based provider of weight loss services, counseling and exercise programs, books, and nutritional aids.

**Direct Reports:** 2 Sales Consultants

**Overview:** Operational management, team leadership and supervision, revenue generation, member retention, sales, marketing, inventory management, financial reporting, client account management.



METABOLIC RESULTS INC., Atlanta, GA

11/1999–12/2003

**Center Manager**

**Key Points:**

- **Turned around facility from Number 12 to Number 1 in nine months.**
- **Delivered 88% client retention rates against 47% company average.**
- **Only center to generate new \$100K revenue target in two-month window.**

With low sales and a mass staff exodus following an extended period of neglect, immediate action was crucial to arrest further declines. Embarked upon a series of turnaround strategies spanning sales and customer win-back programs, in tandem with team leadership strategies to promote workplace harmony, and recognition for superior performances.

**Quick Fix and Enduring Contributions:**

- **Business Transformation:** In nine months, turned around facility from number 12 to number 1 in Georgia—and maintained the status quo for the next three years.
- **Revenue Growth:** Steered center to become the first nationwide to deliver new \$100K revenue target and the only center to attain goal within tight two-month window.
- **Sales Management:** Presided over a highly prosperous and productive period with sales campaigns far surpassing expectations. Results included a 70% average close rate against a target of 50% and generating 66% more membership revenues by transitioning clients from standard memberships to “Winners Circle” memberships.
- **Education and Employee Retention:** Devised sales training program using cutting edge service and sales techniques that became the catalyst for excellence—inspiring collegial team competitiveness and loyalty. Eight years later two of the original hires remained.
- **Grassroots Marketing:** Kick started a community-based program to elevate public awareness on the importance of fitness, healthy weight consciousness and nutrition. Presented fun, participative education to women’s groups and at community centers.
- **Product Marketing:** Communicated the benefits of bulk discounting—an initiative that boosted up-front sales of nutritional products by 20%, optimized product flows, and sustained client program numbers.
- **Client Retention:** Surpassed all goals, delivering 88% client retention rate against 47% company average. Successes attributed to personalized service, individualized support and ongoing encouragement.
- **Inventory Management:** Vigilance in tracking and ordering contributed to sustained 30% monthly profits and eliminated potential for over-ordering through stricter controls.
- **Cost Controls/Administrative Management:** Managed scheduling to ensure payroll budget was within budget.

**SNAPSHOT:**

**Company:** Membership-based provider of weight loss services, counseling and exercise programs, books, and nutritional aids.

**Direct Reports:** 8 Sales Consultants

**Overview:** Operational management, team leadership and supervision, revenue generation, member retention, inventory management, sales, marketing, community outreach, management reporting, client account management.

HEALTH NATION LTD, Athens, GA

2/1996–11/1999

**Sales Consultant**

**Key Points:**

- **Top 3 Performer from 48 Consultants in 12 regional centers.**
- **Consistent No. 1 performer in local center.**
- **Highest referral rates: 25% of new business generated via referrals.**
- **Unprecedented 95% member retention against 42% center average.**

As 12-time recipient of the Sales Achiever Award for quarterly sales performances, trust and rapport building played a crucial role in generating the highest referral rates of peers, and delivering member-retention rates beyond all expectations. Top 3 Sales Consultant rating across 12 regional centers, mirrored superior expertise in cold calling, in-house consultations, and upselling core products. Delivered an unprecedented 95% member retention rate against the center average of 42%. Willingly shouldered manager’s role in following up members unseen for three-plus weeks.

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**PRIOR ENGAGEMENTS**

Secretary/Typist, SOLAR ENERGY SOCIETY | Line Cook/Pizza Chef, The Big Apple Pizza Pie

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**PROFESSIONAL DEVELOPMENT**

Training highlights include: Sales Mastery I and II and Dale Carnegie’s How to Win Friends and Influence People. Handpicked by Metabolic Results Inc., to attend eight-week intensive manager training program.

OPEN TO RELOCATION

