

Sally Shipton

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“Surpassing Expectations”...

... is a personal mission statement that has become a career hallmark over more than a decade serving in front-line client-contact roles. Consistently outpacing peers with above-average revenue contributions, expertise has also been honed in cultivating strategic relationships, anticipating problems, and communicating with warm, persuasive conviction.

Considered expert in dealing with high-risk accounts and turning around poor brand awareness and perceptions. Respected by management for personal integrity, willingness to share information for teams to excel collectively, resolve issues quickly, and deliver genuine results.

■ Signature Strengths

- Account Management
- Marketing and Advertising
- Lead Generation
- Solution Selling
- High Risk Account Management
- Relationship Building
- Needs Assessments
- Media Advertising
- Client Retention
- Strategic Alliances
- Contract Negotiations

■ Experience | Initiatives | Results

YELLOW PAGES, Kansas City

1/2010–Present

Media Account Executive

Reported to: Media Account Director. Summary: 100% face-to-face, autonomous sales role.

Developed advertising solutions for a \$2 million portfolio of 200 accounts and consistently exceeded targets by 10%+ to deliver higher-than-average customer satisfaction results.

Against a backdrop of low morale, a history of over-promising and under-delivering, and high levels of advertiser dissatisfaction, personal performance in partnering with business principals to deliver growth and cement long-term relationships, was acknowledged as superior.

- Against an average company customer satisfaction rate of 74%, scored 95% in an independent poll that sampled customers randomly. Built credibility and trust by knowing products inside out, providing clear and accurate advice and setting expectations—reversing the inconsistencies and historically negative experiences that had soured relationships with customers in the past.
- Generated a return of 90 cents in the dollar for print directory advertising against a targeted return of 76 cents. A shrinking print market, fierce online competition and clients rich for choice made growing existing print accounts a hard-won battle.
- Restored relationships in a program where dissatisfied customers aimed to withdraw lucrative business. Despite the odds, enjoyed a 70% success rate in converting total losses to maintain or increase sales.

TARGET:

SALES ACCOUNT MANAGER

Gained reputation as a consistent sales performer, credited with amassing more than \$17 million in sales in 12-months, and building a satisfied client base that served as a positive referral network and transformed prospects into clients.

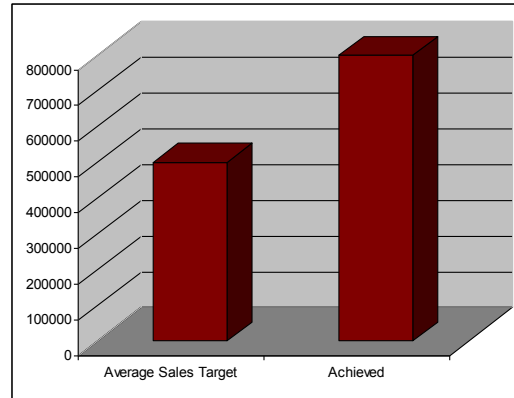
Sales Consultant

Reported to: Managing Director. Company: Prominent real estate company. Summary: prospecting/cold calling, lead generation, property marketing, sales negotiations, property listings.

Amassed \$17+ million in sales in 12-months, and built a satisfied client base.

A fickle property market, fierce industry competition, and well-prepared vendors made achieving each listing challenging; reputations were built on achieving a good result quickly and making the right pitch to meet vendor needs.

Marketed properties via print media, signboards, electronic promotions and online advertising, and devoted entire weekends and weeknights to maximize opportunities for new listings and facilitate property inspections and negotiations.



- Contributed 25% of the office's total sales revenues—solidifying reputation as a serious sales contender. Surpassed goals by exceeding listing numbers by 25% and an average sale price of 60% over target.
- Devised sales technique later adopted by offices throughout the network. Requested motivated buyers to develop a list of streets and houses that would suit buying criteria, but were not on the market. Personally approached houses to elicit interest from homeowners. Initiative prompted five listings in 12 months.
- Introduced a series of process improvements designed to elevate customer connection and add value to the sales process. Overcame entrenched attitudes to demonstrate the value of immediate vendor follow-up post inspections; thank-you letters subsequent to listing presentations; congratulatory gifts after purchase, and weekly auction campaign report summaries.
- Revamped brand image via a comprehensive cosmetic upgrade of the business. Re-designed name tags and listing portfolios, and exhibited a fresh attitude with new brochure content and designs, staff profiles, and marketing letters that re-launched the office as an energetic, professional and vital team.
- Launched electronic contact database through mobile text communications. Immediacy of receiving alerts via text message received high praise from purchasers keen to be notified first.
- Nurtured alliances with prominent professionals to create a solid network of influence including solicitors, buyer and seller advocates, and developers.

■ Education

Agents' Representative Course, Real Estate Institute of Kansas City

B.A., Marketing, New York University, Stern School of Business

Sally Shipton is a warm, creative person and the quality of the relationships she forms are instrumental to her sales success. However, behind the warmth is a woman who is shrewd, knowledgeable and experienced in what she does. Sally was not a shrinking violet!

Consequently, I wanted Sally's résumé to reinforce that relationship aspect of her experience but at the same time be bold and up-front about her achievements. I chose a format that was bold and unusual with a prominent achievement message on the front of page one to draw the reader's eye and build a case for hire immediately.

The colors of black, grey and burgundy were the colors of conservative business, yet used in a way that was contemporary and reflected Sally's personality.

On page two, I developed a chart that showed her sales performance compared to the average sales target, again solidifying her expertise.

Several high profile achievements follow on her marketing, relationship management, networking, leadership and sales strengths in the part of her career where she had the most longevity. I use adversity by setting the scene of how bad things were, to show the value of improvements and contributions she has made.