

Alexandra Connor

Maximises sales & revenue growth by changing negative customer perceptions into positive results

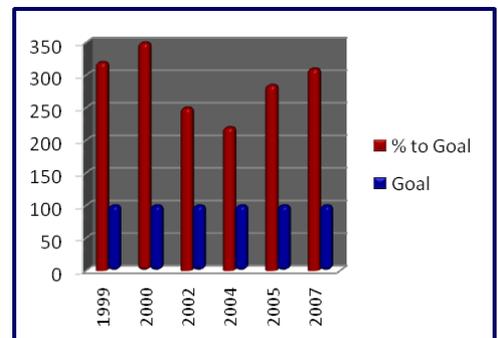
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SALES & BUSINESS DEVELOPMENT SPECIALIST

Exceptionally driven high achiever with a proven track record of capturing phenomenal sales growth within the telecommunications industry by formulating and implementing new strategies. Delivers exceptional results by identifying and qualifying potential opportunities/leads and offering customers the right product through customised solutions. Develops and executes strategies to win, from relationship building strategies to negotiating and closing the sale. Strong communicator with a talent for reading people and demonstrated leadership, coaching, and management of sales and business development teams.

PERFORMANCE BENCHMARKS & MILESTONES

- ✓ Exceeded sales target by up to 350%.
- ✓ Regained account loyalty & strengthen relations to secure services previously provided by main rival Optus.
- ✓ Increased sales volume on key accounts by 190%.
- ✓ Built high performing teams committed to strong performance, retention, and excellence in customer service.
- ✓ Awarded the prestigious Telstra rewards & recognition program for high achievers 10-years running.



AREAS OF EXPERTISE

- ✓ Business Development
- ✓ Key Account Management
- ✓ Relationship Management
- ✓ Sales & Product Management
- ✓ Communication
- ✓ Solutions Management
- ✓ Team Development/Leadership
- ✓ Customer Retention Strategies
- ✓ Contract Negotiations
- ✓ Strategic & Conceptual Thinking
- ✓ Building & Strengthening Relations
- ✓ Exceeding Sales Goals through KPIs

PROFESSIONAL EXPERIENCE

TELSTRA – Sydney, NSW

Aug 1998 to Present

Account Manager (Feb 2000 to Present)

- **Ranked No.2 nationally out of 600** and currently positioned No.1 for 08/09.
- **Secured major account worth \$25M** and 5 corporates worth more than \$7M.

Promoted to identify a new territory, maximise sales, develop new relationships, and define strategies for development and growth. Exceeded targets by 310% last financial year to achieve \$6M in new business and generate \$10M in revenue following exemplary levels of service and retention for sales base. Success attributed to diverse industry knowledge, confidence, competitive and tenacious attitude to understand customer requirements and generate, develop and close sale opportunities.

RESULTS / ACCOMPLISHMENTS:

- **New Business Development:** Generated an initial \$3M in revenue and a further \$20M on ICT services by securing Defence Contractor tender as a result of leveraging long term relationships and trust built over a 2-year period. Prior to this Telstra had attempted for 14-years to win this contract.

SNAPSHOT

The Company: Australia's largest telecommunications company.

Staff Supervised: 6

Sales Generated: \$35M

Targets Exceeded: By up to 310%

Accounts Managed: 35 corporates

Key Responsibilities:

- Profit maximization
- Key Account Management
- New Business Development
- Relationship Management
- Sales & Marketing Strategies

PROFESSIONAL EXPERIENCE CONTINUED...

- **Product Management:** Oversaw the delivery and implementation of the first IP Virtual Private Network solution for Telstra Wireless Mobility. Currently Telstra's top 20 corporates are utilising this product with a 15% uptake from new customers and a profit delivery of 40% for each customer.
- **Redefining Sales:** Evolved sales force to meet the challenges of a changing marketplace while providing career advancement opportunities by redefining sales roles. Created a diversified sales force by defining job functions to best suit individuals, identifying skill gaps, and implementing development plans.
- **Client Retention:** Regained account loyalty with No.3 recruiter, leading to retaining existing business worth \$1M and securing \$3.3M worth of services previously supplied by Optus. Strengthened relationship through an improved customer approach and governance model.
- **Relationship Management:** Grew account from \$500K to \$3.5M within 18-months by rebuilding relations with leading Credit Union and developing a unique and strategic solution to meet business requirements. New solution and improved customer service levels led to account staying with Telstra.
- **Product Strategies:** Increased new business by 30% and achieved a target of 250% on mobility by developing wireless mobility solutions. Packaged and bundled wireless mobility solutions, conducted workshops, and drove initiatives which led to growing target from \$1M to \$2.5M for one line of business.
- **Cost Saving Initiatives:** Reduced costs associated with sales / new business by 20% by developing leading edge solutions which provided significant value and cost reductions for customers while increasing Telstra revenue through additional and add-on services.
- **Team Leadership:** Built sales into a cohesive team focused on customer facing activity right across the customer portfolio, prioritising activity to build a healthy pipeline of new business, and developing new opportunities. Success attributed to instituting regular meetings to maintain communication.



Telstra Care Account Executive & 2IC (Aug 1998 to Feb 2000)

- **Turned around declining sales** to consistently exceed targets by up to 350%.
- **Recognised as the No.1 Care Account Representative** 12-months in a row.

Played an integral role in launching new business arm to generate \$1M in sales within the first year. Reversed declining sales within the early stages of business by establishing business strategy / practices, consecutively exceeding targets, and supporting a team of 13 as 2IC.

SNAPSHOT

Staff Supervised: 6

Sales Generated: \$3.5M

Targets Exceeded: By up to 350%

Accounts Managed: 250

RESULTS / ACCOMPLISHMENTS:

- **Revenue Leakage:** Identified 52% of missing revenue (\$50M) and allocated back to business departments following the auditing of over 300 accounts, checking of all billing engines, and linking to Business Direct revenue.
- **CRM System Development:** Increased sales force productivity and turned around a decline in sales by working collaboratively with project team in the development of a CRM system. Established processes which reduced administration tasks and eliminated loss of paperwork through electronic solutions.
- **Competitive Positioning:** Implemented a number of strategies to ensure Telstra brand maintained prime focus over competitors by defining products and services through a unique selling proposition and implementing high-level customer relationship and management techniques.

PROFESSIONAL EXPERIENCE CONTINUED...

Sales Manager, ESTEE LAUDER – Sydney, NSW

Sept 1994 to Jul 1998

Increased sales by 35% within 6-months and turned around product brand recognition, leading to generating \$7M in revenue and brand becoming No.1 within the cosmetics environment for 2 consecutive years.

EDUCATION

Bachelor of Business Law

University of Technology, Sydney NSW

PROFESSIONAL DEVELOPMENT

Total Access Selling ★ Presenting to Win ★ A.S.K. Solution Selling ★ A.G.S.M How to Get The Best From Your People ★ Focus on Financials

Strategy Explanation

This client came to me as she needed a resume to highlight her sales and business development expertise for a position she was wanting to apply for before it was officially advertised. Through a network, the company had requested to see her resume before advertising the position to determine if she was a suitable candidate.

As she was provided a copy of the PD, I asked her to email to me to ensure we targeted the resume to their specific requirements – sales growth, business development, relationship management, sales team leadership, negotiation, delivering client solutions etc

The company she was applying for was customer focused and within the same industry - telco, therefore, I developed a branding statement which encapsulated what she was about as well as meeting their needs.

As it was a primary sales / business development role and her main achievements were scattered throughout her career, I developed a Performance Benchmark & Milestones section to bring forward her best achievements and set the stage as the right candidate. To reinforce this, I added a graph to show her exceptional ability to exceed sales targets

I then followed this with a similar format I have used for sales type positions to bring home her professional experience. This consisted of coloured bullet points; a snapshot box highlighting the sales generated, targets exceeded and accounts managed at a glimpse; and achievements highlighting keywords at the beginning and results in the bullet.

As she had been with the same company for over 10 years, it was a matter of trying to break up this to demonstrate enough experience without it looking too overwhelming for the reader. Upon further investigation I discovered she held 2 positions within the company, so could demonstrate a career progression, while utilising her previous experience to highlight where her leadership capability started.

As this was a resume for the Australian market, I need to bring it to 3-pages, therefore I added a small paragraph on her prior position before the Telco to show her ability for maximising sales.

Client wrote to me a couple of days later advising she was successful in gaining an interview with the company.