

# SAM SMITH

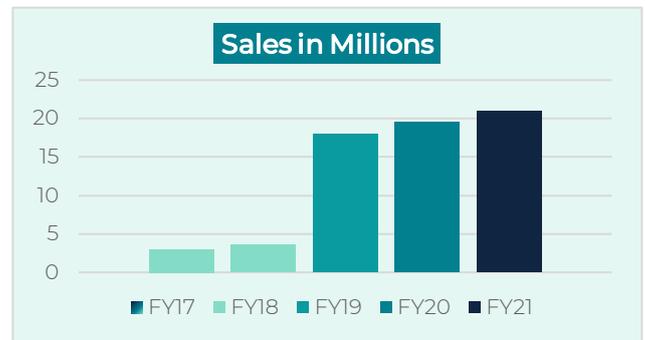
0400 758 789 • samsmith@email.com.au • Broadbeach, QLD 4218 • [linkedin.com/in/fake/ssmith](https://www.linkedin.com/in/fake/ssmith)

## BUSINESS DEVELOPMENT MANAGER

Creative and customer-obsessed sales leader with a remarkable record for disruptive B2B sales solutions. An affinity for problem-solving, harnessing the power of momentum selling to deliver **triple-digit revenue and performance growth**. A master communicator who maximises the impact of words and questions to move prospects through modern sales funnels faster than ever.

### PERFORMANCE HIGHLIGHTS

- 20 Years Sales and Business Development
- 403% Total Book of Business Growth
- \$20M Portfolio Operations
- 37% Annual Revenue Growth
- Award-Winning Salesperson



## STRATEGIC SALES EXPERTISE

Sales Target Achievement

Territory Analysis & Planning

Distribution Coordination

Strategic Sales Solutions

BRM & CRM Management

Relationship Management

Negotiation and Influence

Forecasting and Reporting

Sponsorship & Events

## SALES LEADERSHIP EXPERIENCE

THE MILK CO • Brisbane, QLD, Australia • 2004 – Current

An Australian farmer owned dairy co-operative with 203 farms in northern NSW and southeast QLD.

### KEY ACCOUNT MANAGER (2011 – Current)

Scope: \$20M Territory • 3,500 Customers • Reporting to General Manager

Handpicked to lead business-critical tier one accounts spanning Brisbane River to Northern NSW, cultivating relationships with the most recognisable hospitality brands.

- Delivered **403% Total Book of Business growth in FY19** by building a scorecard to evaluate the health of customer accounts and maximising retention and expansion opportunities.
- Closed **\$15M in new market sales**, securing 3-year contract terms with ASX listed retail food groups.
- Anchored retention rates at **30%** while growing the new client base to 3,500.
- Increased viable lead generation by **37%** by implementing a 90-day sales optimisation program.

## SALES LEADERSHIP EXPERIENCE

### BUSINESS DEVELOPMENT MANAGER (2007 - 2011)

**Scope: 3 Direct Reports • \$10M Territory • 2,000 Customers • Reporting to Sales Manager**

Shaped a compelling future defined by clear goals that both stretched and tested a newly assembled sales team. Maximised entry into the Brisbane market with a bottomless supply of qualified lead sources.

- **Tripled revenue growth to realise \$10M in 4 years** by implementing an aggressive go-to market strategy, and social engagement and sponsorship program.
- **Coached sales team in momentum selling**, driving the average revenue per sale up to \$16K.
- **Secured 1,700 new customers in 2 years**, receiving recognition for exceptional growth performance.
- **Broke company records**, receiving industry recognition for sales excellence in 2009.

### TERRITORY MANAGER (2004 - 2007)

**Scope: \$1.5M Territory • 1,000 Customers • Reporting to Sales Manager**

Built a bountiful territory by creating a definitive 3-year roadmap to success. Created early engagement in the sales process and leveraged buying signs to get more deals across the line.

- **Revived declining territory to achieve 10% year-on-year revenue growth**, underpinned by an active territory plan and performance partnership solutions.
- **Tripled lead generation**, turning every interaction into a referral, upsell, or cross-sell conversation.
- **Secured over 275 new clients in the first year** by increasing top-of-the-funnel conversion rates.
- **Developed a \$5.5M lactose free milk category**, injecting \$1.1M revenue in the first 12 months.

### BROADBEACH LOCAL STORE • GOLD COAST, QLD • 2000 - 2004

An independent family-owned business sitting at the heart of a local Gold Coast community.

### CONVENIENCE STORE OWNER (2000 - 2004)

**Scope: 7 Direct Reports | \$1M Annual Revenue**

Acquired a convenience store, evolving the venture into a thriving business adored by locals. Crafted the commercial blueprint to reach new customer demographics and fuel unprecedented growth.

- **Doubled sales goals to realise \$1M in revenue in 4 years** by enhancing the product range and curating an immersive shopping experience for local customers.
- **Rebranded the business in 3 months**, overhauling traffic flow, category adjacencies, product layout, merchandising, store structure and customer access.
- **Rapidly increased foot traffic** through targeted mail drop and community forum advertising.
- **Slashed \$208K in operating costs** through point-of-sale transformation, smart resource scheduling, and future-focused negotiations with 25 major suppliers.

## AWARDS AND RECOGNITION

Salesperson of the Year | Fonterra | 2009

## Resume Strategy

After nearly 20 years with one company, my client wanted to take a sidestep and expand his impact in the wider food sales industry. After an initial branding and discovery session, I identified my client's phenomenal sales record was a balance between creative thinking and momentum selling practices.

After researching his desired company, I crafted a resume to convince the humans reading the resume that my client was a customer-obsessed sales leader with a gift for the gab (as they highlighted in their social media campaign). I wanted to make a potent impression capturing the attention of readers with performance highlights, a clustered column chart, and bullet points focused on driving commercial value.

While the client's desired company was not using an ATS, I injected the strategic sales expertise section with keywords from the advertised position description. I showed the client how to optimise his resume if he wanted to apply for other roles or companies in the future.

Moving to the experience section, I provided a high-level overview of each company my client worked for/owned. I also provided clarity on the size of the operations he managed, total customers served, and the size of sales teams reporting to him. I crafted strong bullet points with a mix of action words, industry terms, and measurable metrics to quantify the client's strengths.

The resume is ATS friendly with uncomplicated design elements that fall behind text. The client's name and full street address are behind the header, enabling contact information to easily populate in online application platforms.

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Broadbeach QLD 4218 | [www.linkedin.com/in/fake/ssmith](http://www.linkedin.com/in/fake/ssmith)

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- Language: Australian English
- Document Size: A4