

Sample Submission



Winning Nomination submitted by:

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Outstanding Canadian Résumé Contributor - Creative 500-word Strategy Statement

What is the point of having a résumé that does not stand out? This senior sales professional was not afraid of the use of a bold colour like red in her résumé. On the first page, you will see that her sales achievements leave an immediate impact on the reader, followed by the use of a chart that quickly demonstrates her ability to exceed aggressive targets by more than \$1 million for four consecutive years. The résumé features testimonials from internal and external stakeholders, as a sales and marketing professional must be able to accommodate the needs of both. The tagline summarizes her strength in initiating relationships that ultimately produce multi-million dollar revenues.

The creative in this résumé is designed to capture attention, invoke interest, stir desire, and stimulate action. The main features are:

1. Chart (page 1) – featured below her impressive sales achievements, this chart proves her ability to exceed multi-million dollar targets and quickly contextualizes the information for the reader.
2. Graph (page 2) – they say a picture is worth a thousand words. With this one chart, a reader is able to see the results this candidate has consistently delivered in a multi-million dollar environment.
3. Testimonials (page 3) – it is one thing to showcase impressive numbers, it is another to demonstrate your ability to work with people. Using this feature, we added credibility to the document to showcase how both clients and colleagues enjoy working with this candidate. Moreover, it is a great way to end the document; reminding the reader what a great person others believe her to be.

Here are some other supporting details:

The résumé is employer targeted (Fortune 500 companies) as well as targeted to the position (Senior Business Development Manager)

There are a number of supporting qualifications that validate the value proposition including:

- 14 years of sales expertise
- Bachelor of Commerce
- Multiple sales awards including “President’s Club” (four years running)
- Consistently exceeds aggressive sales targets/objectives
- Distinguished amongst colleagues at Fortune 500 companies

The employer’s buying motivators are outlined in these phrases:

- Secures high-profile, high-return accounts
- Introduces new products to new markets
- Generates outstanding revenue gains
- Out-delivers competition
- Expands market share
- Builds relationships
- Earns new business
- Educates clients

Based on her impressive sales abilities, we worked together to feature her salesmanship while also featuring “how” she differentiates herself from others through “PATIENCE | PERSEVERANCE | PASSION”, the words that were featured directly under her name. The tagline summarizes her strength in initiating relationships that ultimately produce multi-million dollar revenue.

These creative design elements encourage a recruiter and/or employer to pick up the phone and call this candidate!

Stacey Higgins B.COMM

Senior Business Development Manager



PATIENCE | PERSEVERANCE | PASSION

Driven senior business development manager with 14+ years of sales expertise. Generates outstanding revenue gains and expands market share through relationship development. Out-delivers competition, educates clients and secures high profile, high-return accounts then earns multiple sales awards for exceptional performance. Introduces new products to new markets and consistently earns new business for Fortune 500 companies.

KEY PROFICIENCIES

Channel Distribution Management	Revenue Growth	Relationship Development
Cold Calling & Prospecting	Customer-focused Service	Consultative Selling
International Business Development	Partnership & Alliance Formation	High-Impact Presentations
Vendor & Contract Negotiations	Product Launch & Positioning	New Business Development

SALES ACHIEVEMENTS

- **Exceeded** multi-million dollar sales objectives for world-leading company and increased revenue year-over-year.
- **Surpassed** sales targets 117% to 145% earning President's Club status for four consecutive years.
- **Established** nearly \$5 million of additional revenue and developed corporate partnerships with key accounts.
- **Expanded** sales 20% for three consecutive years and surpassed \$2.5 million sales targets.
- **Outperformed** top competitors and more than 250 internal sales professionals and won prestigious sales accolades.

Fiscal Year	Target	Actual	Exceeded Target
2003	\$2,500,000	\$3,625,000	\$1,125,000
2004	\$3,500,000	\$5,075,000	\$1,575,000
2005	\$4,500,000	\$5,715,000	\$1,215,000
2006	\$6,000,000	\$7,020,000	\$1,020,000

BUSINESS DEVELOPMENT EXPERTISE

ELECTRONIC MANUFACTURER US INC.

Leading manufacturer of electronic equipment to both commercial and consumer markets in the nation.

ELECTRONIC MANUFACTURER US INC. - COMPUTER SYSTEMS DIVISION

NATIONAL BUSINESS DEVELOPMENT MANAGER | \$2.5 MILLION SALES TARGET | 200 clients | 10 support staff 2008 to present

- Identified market opportunities and orchestrated successful launch into the healthcare industry in 2008 to expand company's market penetration and build new revenue stream.
- Introduced over 175 healthcare facilities to new product and secured 25 new clients, despite having no new product to demonstrate until six months into the position.
- Ascertained client's buying motivators and understood their workflow then championed their requirements internally and delivered a superior solution that exceeded expectations and locked out competition.
- Tripled new users in the second year of production and quadrupled it by year three.

Key Accounts: High-profile Hospital, Local Home Health, Provincial Health Services, Regional Health Services, and Specific Hospital

Initiates relationships that produce multi-million dollar sales revenue

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Stacey Higgins B.COMM

Senior Business Development Manager



PATIENCE | PERSEVERANCE | PASSION

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ELECTRONIC MANUFACTURER US INC. - PROFESSIONAL SERVICES DIVISION

NATIONAL BUSINESS DEVELOPMENT MANAGER | \$6.5 MILLION SALES TARGET | 150 clients | 10 support staff 2006 to 2008

NATIONAL ACCOUNT MANAGER | \$4.5 MILLION SALES TARGET | 60 clients | 6 support staff 2004 to 2006

REGIONAL ACCOUNT MANAGER | \$2.5 MILLION SALES TARGET | 30 clients | 3 support staff 2003 to 2004

- Outperformed sales objectives by more than \$1 million.
- Created accurate forecast measures and anticipated adequate inventory supply.
- Initiated and expanded major accounts in Ontario and generated multiple millions of dollars in revenue.
- Researched competitors regularly, hunted and pursued new accounts, and uncovered opportunities to strategically outperform and gain market share.

Key Accounts: Top Car Company, Top Retail Service Provider, Top Computer Company, Top Financial Institute

AUDIOVISUAL COMPANY

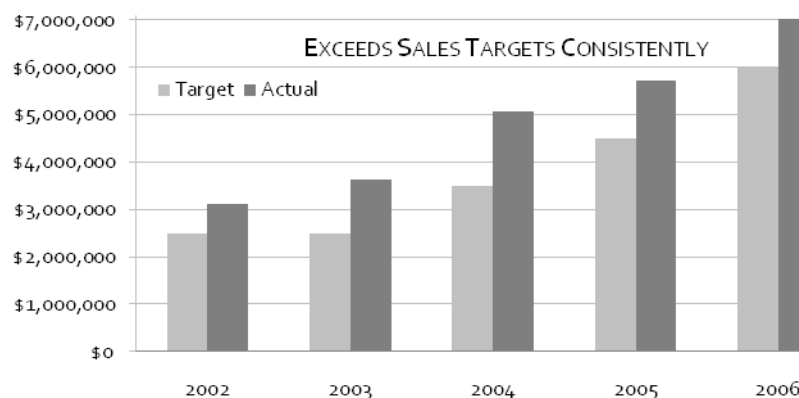
Family owned \$100 million company and America's leader in audiovisual solutions.

SALES CONSULTANT | \$2.5 MILLION SALES TARGET 1997 to 2003

- Leveraged executive relationships with key decision makers, and used multimedia technology to strengthen revenue and growth sales more than 25%.
- Improved relationships and sales in multiple sectors like corporate, government, and education and promoted the use of new technology.
- Introduced concept of National Account Program, then implemented strategies to support international accounts.

Key Accounts: Prestigious University, Telecommunications Organization, Provincial Organization, Top American Retailer

DEMONSTRATES SALES ACHIEVEMENTS



AWARDS & RECOGNITION

President's Club – Four Consecutive Years

2003 to 2007

Earned for outstanding sales achievements, beating out top-performing peers, and exceeding sales objectives

Initiates relationships that produce multi-million dollar sales revenue

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Stacey Higgins B.COMM

Senior Business Development Manager



PATIENCE | PERSEVERANCE | PASSION

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SPEAKING ENGAGEMENTS

Mobile Computing in the Workforce

2010

Advisory Council, Electronics Manufacturer – location | second location | third location

Educated and informed physicians, healthcare professionals and paramilitary professionals (firefighters, military, police)

EDUCATION

Bachelor of Commerce

1995

University of Western Ontario

CONTINUING EDUCATION

Marketing Management | Advanced Account Management | High Yield Selling

Key Account Management | Business Development

Prestigious Business School

2005 to 2007

Effective Selling Skills | Presentation Skills Workshop | ABCs of Relationship Selling

2001 to 2005

America Professional Sellers Association (APSA)

Practical Sales Strategies | Time Management

2003

Private Consultant Sales Guru

Audiovisual Essentials from A-Z

2002

International Communications Industries Association (ICIA)

PERFORMANCE ACKNOWLEDGED

"Thank you for the amazing service Stacey and for all of your support.

You are always so quick to assist, you're efficient and always come back with a solution for us. You're a gem!"

Client

"Stacey ...your high energy and level of integrity goes without saying.

We couldn't have survived our pilot project without you!"

Client

"Stacey works well with the Global Team to gather information and apply it to the American market

...she continues to uncover opportunities and work hard to close new business.

With fierce competition, Stacey works hard to ensure Electronic Manufacturer US wins the business..."

Director of Sales and Strategic Marketing, Computer Systems Division, Electronic Manufacturer US Inc.

Initiates relationships that produce multi-million dollar sales revenue

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