



Sara Zimmerman

SENIOR SALES EXECUTIVE / ACCOUNT EXECUTIVE

San Diego, CA 92116 • 555-555-5555 • szimmer456@yahoo.com

"The elevator to success is out of order. You'll have to take the stairs, one step at a time." – Joe Girard

#1 Performer in Every Role | Built 7-Figure Books of Business | Doubled Company-Wide Sales

Connect with people: From business owners to the chronically ill, engage the resistant and distracted, closing sales by helping them with their most pressing problems.

Define self-motivation: Repeatedly turn in top results, even in the face of market and/or company tumult.

Elevate sales teams: Freely share best practices to improve company performance as a whole. Actively learn from colleagues.

Begin with the end in mind: Find sales when others can't by identifying unconventional approaches and/or untapped markets.

YOUR ONLINE REPUTATION, Poway, CA; 6/10–Present

Multimillion-dollar, 100-employee company specializing in online reputation management at YourOnlineReputation.com.

B2B SALES EXECUTIVE

Recruited early in the startup process as one of the first 5 salespeople in a department that grew to 40. Sell online reputation management to small- and medium-sized businesses. Address and generate leads and salvage unclosed deals for the sales department at large.

Drove long-term growth by "cracking the code" of buyer motives and capturing it in a script that increased close rates across the board.

Challenges

- Startup company had very high turnover of salespeople with <1% of hires lasting the first week.
- Sales scripts and processes were not standardized. Reps were not connecting with prospects.

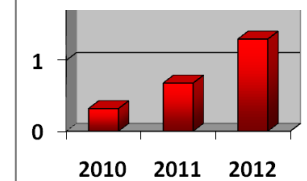
Approach

In first week, learned what was important to potential clients and how to get past gatekeepers. Shifted conversation from abstract talk about online reputation to making them aware that they are losing business. Discovered business owners wanted to talk to peers, not "salespeople."

Developed 10-minute phone script that walked prospects through their online searches and helped them discover how their online reputation was making them lose money.

- Closed 6 deals in first week, doubling previous record.
- Script was adopted company-wide.
- Senior salesperson doubled her sales using the new script.
- First-week retention of new hires went from nearly zero to 15% after script was implemented.
- Sales quickly increased 400%, from 10/week to 50/week.

Personal Sales in \$M



Ongoing business impact:

- Continued to elevate personal and company sales by contributing lead generation ideas. These included hiring internet lead scrubbers, purchasing leads, and using outside sales, networking groups, Chambers of Commerce, and trade shows.
- Maximized closing ratio, and later maintained sales as market became saturated, by focusing on highest-return industries. Initially called on hospitality, spa, and salon businesses that relied on their reputations to make money. Later turned efforts to dog kennels, funeral homes, and other businesses that were less likely to be contacted by other companies.
- Shared knowledge with co-workers and became *de facto* mentor to many.
- Ranked #1 or #2 in sales every week of tenure.

SENIOR CALL, San Diego, CA; 2/09–6/10

Wireless carrier with phones and services tailored to senior populations. 300 employees.

INSIDE SALES EXECUTIVE

Hired to conduct sales during a rapid-growth period in a highly regulated industry. Answered incoming phone queries.

Ranked in top 1% of sales executives, making highest possible bonus every pay period of tenure. Sold \$800K annually.

- Maintained consistent sales at ~\$72K per month despite company and industry instability. Location grew from 120 to ~1,000 employees and returned to 300 employees through a series of layoffs as overall business slowed.
- Achieved 100% compliance in strictly regulated environment, ensuring customers had the information they needed legally and ethically to make a decision.

Contractor to Employee in 5 Days

Hired as contractor for 60-day trial.

Finished training at top of class.

Offered fulltime role only 5 days into 60-day trial.

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UTILITY LIGHTING, Carlsbad, CA; 2/08–2/09

Commercial lighting company. SDG&E subcontractor. ~50 employees.

SPECIAL PROJECT: OUTSIDE B2B SALES EXECUTIVE

Worked door-to-door educating businesses on the SDG&E-sponsored subsidy available for switching to more efficient lighting. Orders were fulfilled by Utility Lighting. Worked completely independently, choosing territory and hours. Partnered with accountant to demonstrate financial impact to prospects.

Used counter-intuitive co-pay strategy that doubled sales company-wide.

Challenges

- Business owners were skeptical of subsidy. Prospects thought “free” meant “scam.”
- With many companies doing the same thing, the market quickly became saturated.

Approach

- Responded to skepticism in prospects by implementing \$20-per-fixture co-pay into the presentation.
- When market showed signs of saturation, targeted less obvious locations, such as churches and funeral homes.
- Boosted personal close rate from 40% to 97% by charging \$20 co-pay.
 - Co-pay approach was adopted company-wide, doubling company close ratios.
 - Remained top performer, consistently bringing in 5 and 6 figures of weekly revenue as others’ sales began to decline.

ACE REAL ESTATE LEADS, Encinitas, CA; 5/07–2/08

Specialized lead-generation company connecting real estate agents and mortgage brokers with people moving into their area.

INSIDE SALES EXECUTIVE

Heavily recruited for this 98% cold-calling role, reaching out to real estate agents who were bombarded with calls about lead generation.

Drove top revenues with consultative approach and adept use of scarcity/take-away tactics.

- Made bonus in first month when many seasoned reps were not able to.
- Consistently turned in top sales numbers in an environment where many colleagues had lost motivation.

CONTRACTORS’ LICENSE ACADEMY, La Mesa, CA; 10/06–5/07

Contractors’ licensing school helping construction contractors obtain legal status and command better pay by earning their state license.

SALES ASSOCIATE / RECRUITER

Defined this role as the first-ever dedicated salesperson. Worked inside and outside.

Added 6 figures to revenue by transitioning from passive order-taking to proactive lead generation and closing tactics.

- Doubled closing ratio on inbound calls, reaching 80%+.
- Generated \$100K+ in revenue by initiating and implementing outside sales program, approaching contractors on the job.

7/98–9/06 EARLY CAREER: BIRTH OF A SALESWOMAN

Health Specialists • The Bread Shoppe • Allstate

Originally hired at GEICO Auto Insurance in a customer service role; joined Sales during company push to expand the team. Graduated #1 in training class of 20 with supervisors remarking on unique ability to connect with every kind of customer in Geico’s diverse market. Pursued newfound passion for sales, realizing the following successes:

- HEALTH SPECIALISTS (4/05–9/06): Reclaimed \$5M+ in lost recurring revenue by reactivating dormant accounts. Defined this brand new role, using very caring and logic-based approach to reach out to clients who were in denial about needing medical care.
- THE BREAD SHOPPE (4/04–3/05): Turned company around, adding \$27K in monthly sales and going from \$240K in loss to \$72K in yearly profit before store lost its lease. Implemented community outreach, donating surplus products to underserved children.
- ALLSTATE (7/98–4/04): Ranked in top 10% of producers throughout tenure and raised \$500K+ for the American Heart Association as Allstate company leader.

CROWNING THE QUEEN OF SALES

Sara always turns in top sales numbers while making her clients feel that it's their lucky day to be working with her. Not only does she put in a stellar personal performance, but she is smart and generous. She figures out how sales could be better, and then she shares her discoveries with her colleagues, elevating performance company-wide.

Unfortunately, Sara had landed a few employer lemons, and she was feeling insecure about the short tenures in her recent history. I visually de-emphasized the dates and filled each entry with rich content. We went beyond numbers. During our intake, I asked Sara to explain exactly how she'd succeeded in each role.

In a nod to her effervescent personality, I chose a fun title for her early career summary.

As a single mom, Sara really wanted to land with an ethical, stable company so she could be a reliable breadwinner for her family. A tech company, established overseas and just getting a foothold in the US, snapped her up after reading this resume. She's been there eight months now, and she recently sent me a picture of her new business card. Her official title? "Queen of Sales."