

BRAD M. McDONALD

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SALES & BUSINESS DEVELOPMENT EXECUTIVE • BUILD NEW SALES/REVENUE CHANNELS

Proven record of growing sales within an established territory or nationally. Identify prime client areas and secure millions in sales and revenues. Keen eye for building profits without adding staff.

Aggressive, independent, and effective sales professional selling process, starting with cultivating the initial lead and account, and maintaining on-going profitable relations. High volume (B2B) sales, opening and broadening territories that have resulted in new competitors. Utilize an exceptionally personable demeanor and **company's product volumes by 1050% in less than 24 months** through relationship building, and customer service techniques that generate a multi-prong approach to building sales; i.e. client development and relationship management (CRM).

Specifically skilled across sales, operations, and business

- ❑ Contract Terms/Negotiations
- ❑ Strategic Business Planning
- ❑ Customer-Focused Presentations
- ❑ Operations & Business Steering
- ❑ Material Buying/Inventory Alignment
- ❑ Inventory Scheduling/Delivery
- ❑ Effective Selling Strategies
- ❑ Quality Business Practices
- ❑ B2B Market Growth & Expansion
- ❑ New Client Accounts/Development

RESUME to REFERRAL

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Professional Career

Business Development Executive • Confidential • 2009 – present

Built Business from Ground Up • Secured a 1100%+ Growth in Product Sales • Attracted Customers from Competitors (Started this company from the ground floor, building it to profitable entity within a short time — company is primed to be sold and has finalized the buyout. Identified a profitable market, and grew sales and client accounts from the bottom rung. Service clients across various industries: marina, distributor, construction, and transportation. Developed a multi-phase marketing plan, complete with market research and analysis reports, which has aided in growing the business since starting in 2008.)

- ❑ Research and identify ideal prospects that would make profitable client accounts. Direct new business development and increase the number of client accounts. **Built the business from 40,000L per month in 2008 to 4,200,000L in 2009; secured annual gross revenue of \$3 million.**
- ❑ Aggressively pursue the right marketing agendas to maintain a strong market share across the industry. Build and maintain strong relationships with each member within the distributor network. **Secured several multi-branch client accounts throughout British Columbia and Alberta.**
- ❑ Conduct an in-depth needs assessment, which includes identifying the prospect's business agendas and purchasing forecasts. Provide a thorough presentation that outlines the benefits of using WOW — *sell the client on value of service, not on price alone.* **Secured several clients away from competitors.**
- ❑ Audit and monitor an operational budget. Approve client invoices, accounts payable items, and other expenditures. **Save the company in unnecessary overhead by tracking all incoming and outgoing financials.**
- ❑ Manage a staff consisting of one clerical assistant, and two seasonal drivers. Oversee complete operations, including the scheduling of deliveries, processing reports, staff management, and delegation of tasks. **Structured the business so only a minimal staff is required.**

Territory Manager • Confidential • 2008 – 2009

Increased Team Performance • Built Revenues from Franchisees • Secured ~\$4MM in New Revenue

- ❑ Developed sales throughout Fraser Valley. Identified and closed new franchise accounts, while servicing existing clients. Focused energies on 80% new sales with 20% for account development. **Secured 3 major accounts with projected usage of 7,000,000L/year in new business; estimated \$3 million in revenue.**

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(Professional Career, cont'd)

- ❑ Served as member of the Business Team Unit; increased performance evaluations for the region by 70%. **Team finished in the top 3% for the first time in 2 years.**
- ❑ Liaison between franchisees and the corporate office, addressing issues and resolving financial issues when necessary. Monitored franchisees to ensure each were in compliance with franchise agreements. **Worked in partnership with franchise owners to increase revenues and profitability — resulted in 33% incline.**
- ❑ Consulted with franchisees on a variety of selling issues, including those involving finances [i.e. operating expenses and fees] . **Assisted owners in coordination with the accounting department with interpreting financial statements and other reports that assisted owners with identifying returns on investment.**
- ❑ **Collaborated with executive teams when negotiating new franchise and buy/sell agreements, franchise buy-backs, and other multi-layer contracts requiring third-party assistance.**

Account Manager • Confidential • 2003 – 2008

Retained Client Accounts During Significant Competition • Generated Top 10% Sales • Leveraged CRM

- ❑ Managed account development and territorial expansion efforts across the U.S territory. Focused on untapped, non-nurtured areas, **which resulted in a top 10% sales recognition for Canadian-based account managers targeting the U.S. market.**
- ❑ Conducted an initial needs analysis, indentifying the prospect's business agendas and transportation needs. **Negotiated transportation contracts that met supply chain and just-in-time delivery requirements — continuously grew rates by a minimum average of 4.5% each year.**
- ❑ Tracked sales reports and customer data to identify trends and develop follow-up sales programs to support business growth efforts. **Also, leveraged customer relationship building that further helped the sales department meet revenue, leads, and sales goals.**

Partner/Operations Manager/Special Projects Manager • Confidential • 1991 – 2003

Education & Advanced Training

Executive MBA Program (*Awaiting Acceptance*) • University of Florida

Advanced Diploma in Business Administration • Florida International University

TDG Certification – Transportation of Dangerous Goods (recertification)

Advanced training over the years has encompassed Tom Hopkins Sales, Dale Carnegie Professional Selling Skills, Personal Branding, and Public Speaking