

BRAD M. McDONALD

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

Opened territories within the West Coast, adding \$1.1M in within the 1st 6 months; expected to generate an additional \$13MM throughout the next 3 years. Expanded client accounts 28%.

Aggressive, independent, and effective sales professional selling process, starting with cultivating the initial lead and account, and maintaining on-going profitable relations. Has (B2B) sales, opening and broadening territories that have resulted in new competitors. Utilize an exceptionally personable demeanor with **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).



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Call Teena today at (937) 325-2149, for a high-quality resume and cover letter. Ask about the additional job-search assistance available.

Specifically skilled across sales, operations, and business management

- 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

Professional Career

Business Development Executive • Confidential • 2009 – present

Built from Ground-Up • Secured 1100%+ 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.)

- 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 \$3MM.**
- 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 \$3MM in revenue.**