

SUMMARY OF QUALIFICATIONS

- A competitive leader, experienced in management, inspiration and development of a regional sales team
- Skilled at directing multiple internal and external initiatives while delivering high-level results
- Proven experience in the procurement of profitable business, senior level account penetration and client retention
- Skillful negotiating capabilities coupled with extraordinary communication proficiency
- A tactical thinker with sound knowledge of the strategic selling process

PROFESSIONAL EXPERIENCE

FASTENAL[®]

FASTENAL CANADA - www.fastenal.com

APRIL 2009 – PRESENT

DISTRICT SALES MANAGER, GTA WEST

NOVEMBER 2011 – PRESENT

- Directly responsible for performance and strategic plan of GTA Industrial sales market; \$10M+ budget
- Primarily accountable for achieving overall sales objectives including: new business acquisition, organic growth (share of wallet), price increases and client retention while leading a team of 10 account managers
- Manage fiscal results, budgets, forecasts and reports on product, service and pricing trends
- Organize weekly sales meetings and bi-weekly “One-on-Ones” with direct reports
- Conduct monthly reviews – summarizing developments and SWOT analyses for Fastenal sales team
- Monthly sales visits across the GTA to coach sales representatives and liaise with key accounts

ACHIEVEMENTS

- Secured \$2.37 million in 2012, (14% growth) versus fiscal 2011. First annual profit in region since 2005
- Reduced customer churn from 4.19% to 2.77% through a defined focus on call cycles
- Expanded Sales Team from 8 to 10 individuals in 2012
- Revamped sales incentive program in order to reflect true objectives of the organization
- Created realistic KPIs that served to reinforce critical activity expectations of the organization
- Instituted a new process of tracking Targets and Prospects through all stages of the sales pipeline
- **2011 Sales Leadership Award recipient** – One award given each year, awarded by the VP of Sales, to the Fastenal Sales Manager who best exemplifies leadership
- **2012 President's Club Sales Manager Award** – One of three Sales Managers in Canada recognized for overall sales team performance

NATIONAL ACCOUNTS MANAGER, FOOD PROCESSING CLIENTS

APRIL 2009 – NOVEMBER 2011

- Responsible for identification, acquisition and organic growth of new national account opportunities
- Established switching barriers and identified new revenue opportunities within the government portfolio
- Created a business plan identifying new business and “share of wallet” opportunities
- Developed solutions to drive new business acquisition, supported by sound business rationale

ACHIEVEMENTS

- Secured several national accounts including; Maple Leaf Foods, Parmalat, and Coca-Cola
- Increased national account revenue base by 37.4% in fiscal 2010 versus fiscal 2009
- Increased the Gross Profit Margin of my accounts from 48% in 2008 to 56% in 2011
- Leading by example, introduced a sense of urgency and obligation among Sales to focus on primary roles
- Promoted to District Sales Manager within 3 years of joining Fastenal

NATIONAL ACCOUNT EXECUTIVE, COMMERCIAL LIGHTING

DECEMBER 2004 – APRIL 2009

- Managed and developed retail vertical market of National Accounts – \$6.5+ million
- Consultative selling – incorporated SPIN Selling® to ensure proposed solutions matched customers’ explicit and implied needs
- Focused on account penetration, development and implementation of functional switching barriers
- Completed internal and external requests in a timely and professional manner
- Negotiated volume agreements and contract renewals with a focus on profitability and partnerships
- Maintained pro-active dialogue with internal divisions in order to fulfill service commitments to clientele
- Active member of BOMA

ACHIEVEMENTS

- Realized and exceeded revenue targets on a consistent basis for every quarter with Litemor HD Supply
- Landed Cadillac Fairview, Morguard, Kaneff and RioCan
- Secured in excess of \$1.8 million in net new business during my initial 9 months in this position
- Ranked #1 out of 8 reps for securing 9 net new \$1M accounts in 2007
- Received Winner’s Circle Award in 2006 and 2007

ACCOUNT EXECUTIVE (HALTON REGION)

OCTOBER 2002 – DECEMBER 2004

SALES EXECUTIVE (DOWNTOWN TORONTO)

JULY 2001 – OCTOBER 2002

- Managed and developed Toronto and Halton regions – territories valued at \$5M and \$4.2M respectively
- Actively prospected, targeted and secured new business
- Enforced volume and technical compliancy within my account base
- Implemented value-added billing solutions and technological enhancements (EDI)
- Targeted property managers and commercial institutions

ACHIEVEMENTS

- Consistently achieved revenue targets (103% in 2001, 104% in 2002) during tenure with Litemor’s Field Sales Division
- Promoted to Account Executive position within 13 months of joining organization
- Merited consistent and progressive results in consecutive Performance Reviews
- Promoted to National Accounts Group

EDUCATION

| | | |
|---|---|-------------|
| ▪ University of Toronto | Bachelor of Commerce Degree | 2001 |
| ▪ How to Excel at Managing People | SkillPath Seminars | 2012 |
| ▪ Finance (for Non-Financial Managers) | SkillPath Seminars | 2011 |
| ▪ PSS Solution Selling | Fastenal strategic selling techniques | 2008 |
| ▪ Professional Sales Management | Canadian Professional Sales Association | 2007 |
| ▪ Group Leadership | HD Supply Course | 2004 |
| ▪ Management One | HD Supply Management Course | 2003 |
| ▪ Telephone Prospecting | Achieve Global Course | 2002 |
| ▪ Spin Selling | Learning Corp Inc. | 2001 |



WHERE GREAT SALES TEAMS BEGIN

The Allemano Group is an executive sales recruiting company that specializes in the recruitment and placement of Industrial and Business-to-Business sales professionals. Sales teams are the most critical component of every organization, and hiring great salespeople is challenging. We help companies save time and money by finding the right sales talent quickly.

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