

MARK ADAMS

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SALES SUPERSTAR

11 Years of Record Breaking Performance

11 years of successful sales leadership in startup and territory expansion situations. Consistently achieve top ranked performance in every position by bringing revenues and profits to new heights. Expert in Consultative Selling to C-level executives and translating technical solutions into compelling investment opportunities. Strong national account management skills, practiced in transforming vendor/customer relations to that of a valued business partner. Excellent interpersonal skills, able to build and sustain effective customer and partner relationships. Additional areas of expertise include:

- Business Development
- Account & Territory Management
- National Accounts
- Customer Acquisition Strategies
- Consultative/Solution Selling
- Pricing & Proposals
- Market & Competitive Analysis
- Contract Negotiations
- Reseller Management

PROFESSIONAL EXPERIENCE

TERRITORY MANAGER
TECHNOLOGY, ATLANTA, GA

JAN 2002- PRESENT

Manage Southeast territory spanning 7 states for this provider of software applications for wireless users. Oversee account management for 120+ accounts and aggressively pursue new business.

- **Recognized for developing new territory plan** and strategy to focus on wireless community in banking, legal, and insurance markets.
- **Develop and present solutions** to C-level executives (CIO, CTO, CFO) and various IT managers. Adept at clearly demonstrating tangible ROI from wireless-to-handheld solutions in a variety of circumstances.
- **Manage VAR program** with 6 top producers. Maintain visible field presence to ensure “top-of-mind” with sales representatives. Launched incentive programs for sales reps and communicate frequently through e-mail to maintain product and incentive knowledge.
- **Cultivated partnerships** with wireless service providers to drive recommendations for Company as a value add for their wireless investments. Developed relationships at manager and field sales levels, dramatically increasing number of leads from this source.
- **Researched and wrote** industry and market updates for resellers to secure positioning as industry leader.
- **Secured major contracts** with such Fortune 500 companies as Home Depot, Coca-Cola, and Time/Warner.

Key Achievements

- ✓ Increased qualified pipeline opportunities by 65% in 9 months.
- ✓ Grew revenues 156% in 10 months.
- ✓ Surpassed quota in first 7 months.
- ✓ Increased presence with Local, State and Federal agencies by partnering with niche VAR, growing revenues from this sector by 40%.

GLOBAL ACCOUNT MANAGER
THISTEL ❖ ATLANTA, GA

AUG 1998 – JAN 2002

Sold wireless communication products into named National accounts including Coca-Cola, UPS, Georgia-Pacific, and Lanier Worldwide.

- **Innovated process** to shorten sales cycle by 50%. Worked with each account to simplify and automate the ordering process for employees. Collaborated with purchasing and IT departments to define business rules and ensure deployment on customer Intranet. Sales practice was adopted by entire office.
- **Cultivated 3rd party** relationships with ASP's leading to bundled single source contracts as a Blackberry service provider.

Key Achievements

- ✓ Consistently met/exceeded quota surpassing targets as much as 119%.
- ✓ Increased margin per unit by 25%.
- ✓ Consistently ranked as one of the Top Performers in the region. Selected to lead the Mentoring program for the Atlanta sales district to share personal sales best practices.

NATIONAL ACCOUNT MANAGER
WIDE COMMUNICATIONS, ATLANTA, GA

SEP 1997 – MAY 1998
(COMPANY SHUT DOWN)

Joined this startup CLEC selling local and long distance services to national accounts. Performed heavy prospecting through cold calling, door knocking, and networking.

- ✓ Exceeded quarterly MBO's set forth by management.

SALES MANAGER
TELCOM, A BELLSOUTH COMPANY ❖ ATLANTA, GA / FT. LAUDERDALE, FL

JUL 1991 – AUG 1997

Starting as Account Executive, earned progressive positions based on setting sales records. Established 2 retail operations in Atlanta (in addition to driving direct sales in territory). Hired and trained staff of 12 sales and support services representatives and assumed P&L responsibility.

- ✓ Achieved profitability for both stores in 12 months, far exceeding expectations.
- ✓ Increased sales revenue by 24% in 1993 and 32% in 1994 while producing over \$1 million annually.
- ✓ Honored as "Sales Manager of the Year" in 1994 out of 90 sales managers nationwide.
- ✓ Ranked number 2 sales Manager in company in 1996, attaining 195% of plan.

EDUCATION

AS, Business Administration with emphasis in Management.
Palm Beach Community College ~ Boca Raton, FL

Miller Heiman ~ Strategic Selling, Large Account Management
Knox Management Institute ~ Consultative Selling

Research In Motion ~ Blackberry Certification, Dual Networks