

Katherine M. Barnes

100 Onslow Drive
Jacksonville, NC 28540

(222) 555-5555
kmb@yahoo.com

Professional Sales/Territory Representative

Award-winning territory manager and manufacturer's representative with ten years' successful sales experience. Deliver consistent and sustainable revenue gains, profit growth, and market-share increases through strategic sales leadership. Self-motivated and assertive top performer who sets objectives and achieves them. Develop innovative programs and solutions that promote sales and maintain long-term, profitable relationships. Manage and mentor team sales and establish quotas and goals.

Career Highlights

Independent Sales, Nashville, TN 03/2002 – present
Territory Manager representing 13 manufacturers of commercial foodservice equipment in Middle Tennessee and Northern Alabama. Grew sales 46 percent in four years.

- Market manufacturers' products to equipment dealers and end-users including schools, restaurant and nursing home chains, hospitals, local restaurants and foodservice consultants.
- Educate clients on products, negotiate pricing and rebates, run promotions, expand floor stocking programs, and conduct sales training and product demonstrations.
- Conduct preventative maintenance seminars for school food service directors and their employees to promote sales of equipment.
- Lobby for school nutrition bills and monies at School Nutrition Legislative Action Conference in Washington annually.
- Create and implement company marketing and advertising strategies and materials to promote products.
- Advise factory sales managers of market threats and opportunities.
- Coordinate and attend local and national trade shows, product open houses and Mobile Solutions Center.

Marketing of the South, Inc., Nashville, TN 08/1999 – 03/2002
Territory Manager representing 14 manufacturers of commercial foodservice equipment in Middle and East Tennessee and Northern Alabama. Grew sales from \$1.8 million to \$4.1 in three years. Activities were similar to those in current job.

- Educated end users and consultants on products so that products would be specified.
- Trained dealer sales people to actively promote and sell products.

Smith MSC, Division of Smith-Jones, Inc., Nashville, TN 08/1995 – 08/1999
Senior Manager Marketing Services for manufacturer of commercial dishmachines.
Promoted from Sales and Marketing Coordinator in 01/1998.

- Mentored sales representatives in techniques for generating and growing core product line sales.
- Created advertising and product literature layout for magazines and product specifications.
- Set up trade show booths and initiated after-show follow-up with prospective customers.
- Conducted product and application training for sales representatives.
- Prepared monthly reports, company quotes, and sales quotas.
- Established sales programs, contracts, and specials for dealer buying groups and individual dealers.
- Oversaw government contract sales and negotiations.
- Participated on North American Food Equipment Manufacturers (NAFEM) Sales and Marketing Committee.
- Represented company at industry conferences such as Manufacturers' Agents for Food Service Industry, Foodservice Consultants Society International, Foodservice Equipment Distributors Association, North American Food Equipment Manufacturers, and dealer buying groups.
- Arranged national sales meetings including planning agenda, location selection, transportation arrangements, meals and entertainment.
- Produced internal sales training materials and department procedures.
- Developed future marketing strategies, SWOT analysis, and long-range goals with the Planning Committee comprised of President, Vice Presidents, and Operations Manager.

Education/Computer Skills

University of Tennessee, Knoxville, TN – Bachelor of Science, Graduated 05/1994 – Marketing Major
Microsoft Word, Excel, PowerPoint, Publisher, Quark Express

Affiliations

Middle Tennessee Chef's Association, Tennessee School Food Service Association, Manufacturers' Agents for Food Service Industry (MAFSI)

Recognition

American Panel Individual Territory Development of the Year Award – 2000
Atkins Tempotec Highest Degree of Excellence for Superior Sales Achievement – 2000