

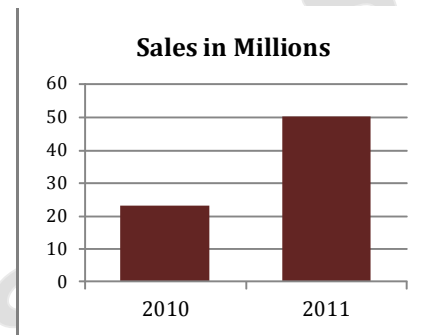
SENIOR SALES PROFESSIONAL

Customer-Centric Solution Seller
Driving Rapid Revenue Growth

Secures client loyalty through effective relationship selling and customized sales solution campaigns

Versatile sales leader who drives revenue growth by quickly identifying opportunities and turning untapped potential into lucrative results.

- **Consensus builder:** Transforms customer perceptions from something they want into something they need and establishes trust to create high-ROI relationships.
- **Solution generator:** Quickly adapts to diverse sales environments to realize revenue growth. Instrumental in both start-up development and established business expansion.
- **Strategic high achiever:** Consistently exceeds targets and surpasses expectations to secure top sales year after year. Develops customized sales approaches to modify operations, proving that **“the impossible is possible.”**



PERSONAL SALES METHODOLOGY:

ADAPT TO AUDIENCE → EXPLORE EVERY AVENUE → DEFINE SALES PITCH → PRESENT WITH PERSUASION

SALES RECOGNITION AND RESULTS

- ✓ **Increased sales revenues by 117%** in two years.
- ✓ **Achieved #1 in sales every year**, in both profit and gross margin.
- ✓ **Exceeded sales targets every year, by as much as 190%.**
- ✓ **Expanded tradeshow revenue from infancy to \$20M.**
- ✓ **Launched company from start-up to \$680K** within first 12 months.
- ✓ **Amplified start-up profits by 210%** over two years.

“Travis orchestrated a fundamental change in our sales approach, generating millions of dollars in previously untapped markets.”

- Regional Manager, Western Outfitter

Signature Sales Strengths:

- Business Development
- Customer Needs Analysis
- Strategic Sales & Marketing
- Cold Calling & Prospecting
- Revenue Acceleration
- Relationship Management
- Solution Selling
- Negotiations
- Policy Development
- Sales Force Training
- Market Analysis
- Tradeshow Representation

QUALIFICATIONS IN ACTION

Western Outfitter – Seattle, WA

Sales Manager / Sales Representative, 2009 – Present

As top sales performer, promoted to oversee over \$11M worth of business and motivate the most profitable region to exceed top sales numbers, ***accelerating revenues from \$23M to \$50M in two years***. Manage policy and procedure development, drive new business pursuit, develop new sales talent, spearhead tradeshow selling, direct inventory control, and administer staff training, scheduling, and direction.

Overshot sales targets every single year by as much as 190%:

	2009	2010	2011	2012	2013
% Over Target	153%	188%	190%	189%	185%

- **Redefining Sales:** Increased regional revenues by up to 58% each year, re-architecting sales strategy from traditional client model to transformative approach. Developed advanced sales training techniques that were adopted company-wide.
- **Team Training and Leadership:** Coached senior sales staff to increase revenue by as much as 25% year over year. Invigorated sales team by defining new sales vision and introducing innovative business development strategies.
- **Competitive Positioning:** Initiated new sales process to close cold leads at tradeshow. Trained top 1% of sales talent to expand tradeshow revenues from almost nothing to \$20M and counting.
- **New Business Development:** Captured \$17M in new market and previously untapped revenue opportunities. Established opportunities with hospitals, universities, and nursing homes.

Food Group Inc. – Seattle, WA

Operations and Marketing Manager, 2003 – 2009

Recruited to build brand and market campaign for new product launch for local manufacturing and distribution start-up. Spearheaded product positioning and platform development. Managed warehouse and production staff, hiring and training sales and manufacturing members.

- **Product Strategies:** Grew revenues by 68%. Developed product marketing campaign to promote product through in-store promotions. Secured shelf space in over 30 locations in 24 months.
- **Contract Negotiations:** Pursued and acquired all contracts for distribution. Signed original strategic partners that launched company from zero to \$680K in one year.
- **Cost-Saving Initiatives:** Streamlined manufacturing through automation, increasing profits from 10% to 31% in two years. Orchestrated equipment purchasing to aid product production without impact to profit.

EDUCATION

Bachelor of Commerce – *University of Washington, 2002*