ROBERT SMITH

District Sales Representative

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District Sales Representative with over 7 years of experience in Sales within the Tobacco, Food & Beverage, and Consumer Packaged Goods industries. Strong business acumen and strategic mindset, able to come up with innovative methods to promote products Resourceful, energetic, results-driven with excellent training and presentation skills. Great ability to identify, reach and develop new, traditional and key distribution channels

EXPERIENCE

District Sales Representative

Old Dutch Foods & Humpty Dumpty - FEBRUARY 2012 – PRESENT

- Increased sales at all major banners annually by 20% each year. (last 3 years).
- Optimizing the product distribution, inventory levels, space allocation, fair and competitive pricing at the retail store.
- Ensuring the sound management of the territory in terms of data reports, trade program budgets, weekly.
- Negotiating independent retail contracts, maintaining and monitoring the compliance for key targeted accounts that meet the criteria outlined by the regional director within assigned budget allocations and maintaining the proper account.
- Implementing the retail programs and product launches as directed, in order to maximize results and return on investment while remaining within assigned budget allocations, ensuring compliance timely execution.
- Monitoring and reporting the compliance of all national and regional chain agreements at the territory.
- Regularly engaging the retail and wholesale customers in conversation regarding their business and general industry trends, effectively communicating competitive activity on a timely basis.

District Sales Representative

ABC Corp - APRIL 2011 – DECEMBER 2011

- Provided guidance that the customers needed to reach their own targeted margins.
- Applied strong background in sales and was able to develop lasting customer relationships with the existing customer base which opened up opportunities to tour facilities and work alongside the customers.
- Managed an extensive product database of client orders, build product analyses, and maintain schedules.
- Generated and followed up on potential customer leads to extend wholesale grocery market base.
- Worked directly with customers to build an affordable product

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portfolio with excellent customer service.
- Energetic self-starter with keen ability to communicate and meet customer expectations.
- Reliable, organized and is comfortable working with a team or independently find opportunities to meet business objectives.

EDUCATION

- Certificate in Project Management - 2016 to 2016(University Of Toronto - Toronto, ON)Certificate in Operation Management And Supervision - 2015 to 2015(University Of Pennsylvania -The Wharton School - Wharton, PA)Bachelor Of Business Administration in Business Administration - 2005 to 2007(Siberian Independent University)

SKILLS

Microsoft Office Suite: Word, Excel, Access, and PowerPoint, Siebel Sales