

Ronald Isner

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PROFESSIONAL SUMMARY: Motivated salespersons to obtain quotas through frequent communications that addressed how to best achieve conversions - business owner planning to leverage experiences in sales and management in order to train and lead salespersons to meet productivity benchmarks.

PROFESSIONAL EXPERIENCE

Behnam Prime Steak – Owner

May 2015 – Present

- Consolidated vendors to increase purchasing power that stemmed from a reduction in the cost of individual units - obtained discounts for large purchases and built long-term relationships with select vendors.
- Increased revenues from \$2.0 million to \$3.5 million by offering excellent products and services – developed the reputation of the restaurant through social media advertising and from effective word-of-mouth recommendations.
- Evaluated financial plans to determine the potential need to reduce inventory, to rebid products from vendors, or to find more economical menu items that would not negatively impact overall sales or the reputation of the restaurant.
- Reduced labor expenses by determining that employee’s responsibilities overlapped – controlled overhead expenses through labor reduction that did not diminish customer service or the quality of our products.
- Created financial plans to determine our monthly directives that formulated the allocation of resources, the tracking of fixed and variable expenses, and the saving of money for long-term financial objectives.
- Identified labor expenses as a significant cost to the restaurant – increased profits by investing in training that maximized efficiency while ensuring that our wages were comparable to the wages of our competitors.
- Prioritized employee retention as a cost-saving measure – emphasized the value that employees brought to our organization to create a motivated team that provided the best customer service.

Cantrex Furniture Group – Director of Sales and Marketing

June 2002 – April 2015

- Cultivated leads by using information provided by networking groups that gave our company excellent information on potential sales opportunities and lucrative marketing trends to further increase our profits.
- Closed deals by addressing the needs of the client and by emphasizing the value of our products that align with buyer’s expectations – stayed on message to attain profitable win-win results by effectively negotiating with clients.
- Identified and prioritized potential risks that impact sales performance and company goals - developed comprehensive strategies to minimize risks and to protect our organization from monetary setbacks.
- Hired and trained salespersons while dispersing essential information from upper management to sales members – met sales quotas and distributed leads among sales representatives to ensure optimal performance.

- Optimized sales strategies and identified areas for improvement by analyzing sales reports, market trends, customer behaviors, and market research – established how these data-driven statistics impacted our monthly sales strategies.
- Created and applied specific sales plans that increased our customer base - developed sales targets for employees and emphasized the importance of consistent brand messages to increase customer loyalty.
- Developed sales plans to ensure operational execution that balanced cost, service, and quality to both internal and external customers – thoroughly researched the needs of target audiences to attain superior operational goals.

Steelcase – Regional Sales Manager

November 1993 – May 2002

- Established a company vision to develop long-term approaches for new pipelines – met revenue targets by analyzing the numbers that addressed all deadlines imposed by upper management.
- Worked closely with senior management to determine business goals, market goals, and financial capacities – communicated attainable financial targets to sales team members in a timely manner.
- Attained one of the largest sales volume performances in the United States by understanding the decision-making process, identifying key influencers, and communicating brand benefits based upon strong client relationships.
- Trained sales representatives to identify the specific needs of clients by addressing the necessary skills required to establish trust between buyers and our highly trained sales representatives who were given the necessary resources to attain success.
- Introduced new products by delivering presentations and making warm and cold calls – utilized customer relationship management tools (CRM) to optimize customer awareness of product launches.
- Interacted with salespersons on a regular basis to increase employee performance and to reduce the turnover rate – used active listening skills to determine the personality traits that motivated employees to succeed.
- Created sales reports that analyzed key performance indicators (KPIs), employee performance, number of products sold, net revenue retention, overall sales, and customer acquisition costs.
- Planned and executed strategies that addressed territory developments, cultivated relationship improvements, and closed high-value deals – for new clients, identified an ideal customer profile to increase the conversion rate.

SKILLS SUMMARIZATION

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| • Cost Analysis | • Financial Planning | • Team Building |
| • Lead Development | • Risk Assessment | • Sales Budgets |
| • CRM Software | • Data Analysis | • Advanced Leadership |

EDUCATIONAL BACKGROUND

- Bachelor of Science in Sales Management • Colorado State University, Aurora • 1984 – 1988