

Technical Sales Manager Steve

Phone | email | LinkedIn | Location

SALES & MARKETING LEADERSHIP

Leveraging market-leading skills and accomplishments to drive winning sales and business development initiatives.

Over 20 years of experience in sales and marketing leadership excelling in establishing and nurturing strong partnerships. Built a career-long portfolio of achievements that include new market penetration, includes double-digit sales and customer base increases, the capture of 5-figure and 6-figure contracts, and customer-based training/program initiatives.

Results-proven sales, marketing, and business development leader with consistent success in selling technical products and services to companies within multiple market segments. Experience and success in addressing customers' top-priority needs in direct customer meetings, by attending symposiums and conferences, or participating in national customer initiatives. Build strong, sustainable partner and customer relationships. Recognized as a dedicated, highly organized manager. Core Competencies include:

- Sales/Marketing Planning & Execution
- Strategic Sales Planning
- Business Development
- Consultative Sales Approach
- Mentoring and Coaching
- Customer Program Design
- International Sales Strategies
- Negotiations
- Sales Training & Coaching
- Project/Program Management
- Export Operational Processes
- New Market Penetration
- Sales & Marketing Analysis
- Relationship Selling Initiatives
- Sales Initiatives

PROFESSIONAL EXPERIENCE

Sales Manager, HXXXXX LLC – City, ST

Year to Year

Managed direct sales of Calibration Services and the Precision Weight business throughout the United States. Led sales expansion of precision weights and calibration services that consistently met National Institute of Standards and Technology (NIST) regulatory requirements, National Voluntary Laboratory Accreditation Program (NVLAP), and the United Kingdom Accreditation Service (UKAS).

Conducted and monitored customer programs to ensure consistency of calibration programs to meet (ISO-9001) requirements. Extensive communications with all organizational levels, including executive management, metrology management and staff, and laboratory technicians. Participated in direct negotiations, sales projects, and quality program management. Highlights include:

- **Captured the company's largest single customer equipment order of \$500,000, resulting in a 20% annual sales growth increase for the service business.** Designed and developed consultation program to review all equipment, leading to a \$300,000 multi-tiered service contract and the abovementioned order.
- **Generated 20% increase in new customers and sales by designing multi-tiered discount program for customers**, providing the benefits and savings of using Hxxxxx's service program and metrology resources.
- **Captured 5-year \$5 million service agreement by pioneering new contract with a customer's pharmaceutical facility's Metrology, Quality, and Purchasing team** to examine their equipment service priorities as well as volume and quality requirements. Integrated company team with customer's departments.
- **Leveraged strong Metrology and Clinical background** to negotiate service package programs; extended service to increase our weights and service market share.
- **Expanded company's national reputation as ISO 9001 registration, ISO/IEC 17025, and ISO 13485**, meeting annual compliance to design and manufacture Class I medical devices. Differentiated services from competition by designing multi-tiered weight and service programs dedicated to the needs of the customer and/or facility.
- **Developed affiliations with "Managed Service Companies"** to extend marketing reach as third-party provider by providing weights and calibration services for their clients.
- **Collaborated with national accounts** and worked with the end-user consistently for nurturing and business growth, which resulted in both vertical and horizontal sales penetration into their divisions and subsidiaries.

PROFESSIONAL EXPERIENCE, continued

BBBBBB SCIENTIFIC – City, ST

Year to Year

Sales Manager, Domestic & Export (year-year)

Sales & Marketing Specialist/Export Manager (year-year)

Inside/Field Sales Representative (year-year)

Customer Service Representative (year-year)

Initiated and managed sales and marketing activities across the domestic and international markets. Called on domestic and global dealers to familiarize them with the company's products, visiting Europe and South America in this capacity. Conducted comprehensive marketing analyses of countries in the South America and Pacific Rim regions. Analyzed competitors to maintain up-to-date awareness of their activities.

Attended regional and national trade shows, acting as the Trade Show Coordinator in representing the company to existing and potential dealers. Provided dealers with timely, accurate catalog copy, transparencies, and digital images. Responded to dealer inquiries regarding terms and conditions of the export business. Highlights include:

- **Delivered sales and product training classes for customers** that helped orient their sales team with cost and benefit features relating to company's products.
- **Played instrumental role in developing the company's catalog**, offering valuable advice and guidance relating to catalog content.
- **Increased product representation for the company** in the sales catalogs of major distributors, including Fisher Scientific, Cole-Parmer, and VWR Scientific. Subsequently expanded product representation of distributor sales catalogs by 30%.
- **Increased sales from target markets by 28%** through development and implementation of a telemarketing program for smaller distributors.

EDUCATION & CREDENTIALS

Bachelor of Science Courses, Health Sciences & Business

TXXXXX UNIVERSITY, City, ST, Xxxxx and Xxxxx Campuses, Year to Year

Professional Training:

NATIONAL INSTITUTE OF STANDARDS AND TECHNOLOGY (NIST): Gaithersburg, MD

- Laboratory Metrology
- Mass Metrology Seminar
- Calibration Certificate Preparation

Certificates:

Certificate of Completion: NCSL International: Dimensional Metrology Calibration: Gages and Small Tools

Certificate of Completion: NCSL International: Fundamentals of Pressure Metrology

Certificate of Completion: NCSL International: Very Low Pressure Calibration

Professional Affiliations:

Member, ANALYTICAL AND LIFE SCIENCE SYSTEMS ASSOCIATION