

674 Sparrow Road
South Perth WA 3151

M: 0420 876 987

E: tony_1962@hotmail.com

3 September 2011



Re: Media Sales Advisor

Ref No: 3B/56490

Email: sensisjobs@hudson.com

Dear Sir/Madam,

A results-driven and highly experienced sales professional, I write with great interest to be considered for the above career opportunity as recently advertised in the Weekend West newspaper.

Over the past 10+ years I have demonstrated a track record of achievement as a self motivated sales and business development professional with a keen interest in contributing in the innovative social media industry. I welcome the opportunity to secure this challenging new career opportunity at Sensis with a desire to undertake professional consulting with SME business-to-business clients achieving solutions that meet their advertising needs.

As further detailed in my attached résumé, I have gained a wealth of experience since 1999 in fast paced sales environments throughout the retail, real estate, printing and building industries demonstrated whilst assuming various positions such as Sales Executive, Sales Design Consultant, Real Estate Sales Representative and Retail Sales Manager. Having consistently embraced new challenges, exceeding client and employer expectations, I have attained numerous promotions and assumed higher duties that has resulted in cost savings, increased sales, high performance sales teams and improved customer service levels.

In my previous capacity as Sales Executive at Scope Business, an advanced print and imaging technology company, my responsibilities included the coordination of business to business sales and initiatives, integrating sales processes across the company in the allocated territory, consistently meeting and exceeding targets and objectives. Additionally I effectively provided accurate and timely forecasts using Sales Tools and maintain all relevant information about clients prospects, sales campaigns and leads, spearheading the development, communication and implementation of effective sales growth strategies.

A confident and articulate communicator with a passion to succeed and excel, I look forward to progressing my career at Sensis that offers opportunities for unlimited earning potential and sales-based incentives. Positive I would make a valuable contributing to your professional sales team, I look forward to using the suite of innovative Yellow Pages products, creating ROI campaigns for customers and developing new business via word of mouth, scouting or lead generation from the Sensis telephone sales team.

I welcome the opportunity to elaborate further regarding my potential contributions and look forward to discussing my suitability for this challenging role at an interview with a desire to undertake new challenges and make a difference within your leading media organisation. Feel welcome to contact me on 0420 876 987 should you have any further queries or via email at tony_1962@hotmail.com. Thank you for your time and consideration.

Yours sincerely,

Tony Smart

Tony Smart

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Career Objective

A results-driven **sales and business development professional** with a keen interest in social media, I welcome the opportunity to secure a challenging new career opportunity within a forward-thinking media organisation that requires professional consulting with SME business-to-business clients achieving solutions that meet their advertising needs. Results-driven with a proven track record for embracing new challenges and exceeding employer expectations, I have attained numerous promotions and assumed higher duties as an energetic, target driven and customer focused individual.

Demonstrated Skills & Abilities

- Maintain mutually beneficial relationships with new and existing clients, promoting quality customer service.
- Attend team meetings, motivating and supporting sales team to meet and exceed sales targets.
- Manage successful client relationships through all phases of the sales cycle.
- Develop and maintain prospect and customer list based on marketing data and other sources for sales leads.
- New business development via prospecting, qualifying, selling and closing products.
- Implement new business strategies, policies, administration and quarterly projections.
- Meet sales targets and business objectives working independently on a regular basis.
- Provide account management to existing clients within designated territory.
- Tracking and management of customer information, forecasting and sales reporting.
- Provide a consultative solutions sales process to prospects.
- Conduct market research and competitor analysis, generating and driving new business.
- Handle counter and telephone enquiries in a professional manner.
- Deal with complaints and escalated issues in a prompt manner achieving effective resolutions.
- Participate in stocktakes and monitor stock levels.
- Set-up and maintain visual merchandising and displays.

Professional Development

2006 **Real Estate and Business Sales Representative**
East Perth TAFE

Computer Skills

- MS Excel (Intermediate)
- MS Word (Advanced)
- MS Outlook (Advanced)
- MS PowerPoint (Advanced)
- MS Access (Intermediate)
- Email and internet proficient
- Quick learner, keen to update

Sales & Management Experience

Dec 2009 - Current

HARVEY NORMAN | www.harveynorman.com.au
10 Prospect Road, Armadale WA 6112

Sales Executive (Electrical)

Key Duties:

- Build and nurture strong relationships with new and existing clients in the Electrical Department.
- Sales of various electrical appliances in a retail environment.
- Utilise a high level of initiative, motivation and consistently meet sales targets.
- Assess needs of customers and recommend electrical appliances that meet customer requirements considering salable features such as flexibility, cost, capacity and economy of operation.
- Negotiate terms of sale and services with customers.
- Remain flexible in working hours/shifts within 7 day trading week.
- Provide and promote helpful and courteous customer service in a retail environment.
- Handle counter and telephone enquiries in a professional manner.
- Deal with complaints and escalated issues in a prompt manner achieving effective resolutions.

Apr 2008 - Nov 2009

SCOPE BUSINESS | www.scopebi.com.au
80 Hasler Road, Osborne Park WA 6017

Sales Executive

Key Duties:

- Build and nurture strong business relationships with new and existing clients.
- Coordinate business to business sales and initiatives, integrating sales processes across the company in the allocated territory, consistently meeting and exceeding targets and objectives.
- Demonstrate confidence and proficiency in negotiating business solutions for clients.
- Undertake travel to metropolitan and rural regions to obtain new business.
- Provide accurate and timely forecasts using Sales Tools and maintain all relevant information about clients prospects, sales campaigns and leads.
- Recommend creative selling techniques based on market and product knowledge.
- Spearhead the development, communication and implementation of effective sales growth strategies.
- Provide representation at meetings with prospects and clients.
- Work with clients to ensure the timely payments against invoices.

Jul 2007 - Mar 2008

IMPRESSIONS NEW HOME BUILDERS | www.impressions.net.au
Ground Floor, 8 Bennett Street, East Perth WA 6004

Sales Design Consultant

Key Duties:

- Establish and sustain effective relationships with key stakeholders and clients.
- Calculate costings of domestic building projects and provide written estimates with clients.
- Qualify and consult with customers regarding prospective new home sale purchases.
- Design and sketch new home plans tailored to customer requirements.
- Interpret architectural housing plans, explaining and translating to customers in an understandable manner.
- Prepare contracts of sale and other documentation and discuss with clients.
- Prepare and execute of Building Contract to be signed off by clients gaining their written approval.
- Liaise with Town Planners to ensure home meets all regulatory and Building requirements for the Shire.
- Prepare meetings for clients prestart prior to contract signing.
- Follow-up after sale service to clients until hand-over stage.

Sales & Management Experience

Jan 2007 - Jun 2007

KEVIN GREEN REAL ESTATE | www.kevingreen.com.au
21 Mandurah Terrace, Mandurah WA 6210

Real Estate Sales Representative

Key Duties:

- General real-estate sales, achieving individual monthly/quarterly sales targets as set by management.
- Retain and maintain clients' listings, identifying further business opportunities through effective liaising with other related businesses and colleagues.
- Demonstrate the ability to convert listing presentations into exclusive office listings.
- Regular liaison with vendors, prospective buyers, solicitors, councils and any other essential parties.
- Plan, design and conduct appropriate marketing and selling strategies for individual properties within budgetary limits tailored to client's needs and budgets.
- Assist the organisation gain a better market share by identifying, recommending and implementing improved selling and marketing strategies.
- Contract clients on weekly basis for sale progress updates.
- Provide customers with honest and constructive feedback received from prospective buyers.
- Assist in preparing and providing various sales reports for the Sales Manager.
- Participate in key result area and key performance indicator review processes to establish areas for improvement.

Jan 2005 - Jan 2007

HARVEY NORMAN | www.harveynorman.com.au
Belmont, Port Kennedy & Joondalup stores

Jan 2005 - Jan 2007

Retail Sales Manager Electrical - Belmont

Apr 2002 - Nov 2004

Retail Sales Manager Electrical - Port Kennedy

May 1999 - Mar 2002

Retail Sales Manager Electrical - Joondalup

Key Duties - Retail Sales Manager Electrical (Harvey Norman Belmont)

- Day to day retail management of Electrical Department across all areas including: sales, purchasing, stock control, staff management and maximization of business growth.
- Team leadership, coaching and motivation overseeing and driving staff performance on a daily basis.
- Provide face to face and telephone customer service, handling enquiries and building a positive rapport.
- Merchandising showroom for seasonal changes and different promotions.
- Organise and attend buying meetings with suppliers.
- Manage stock control and purchasing activities.

Key Duties - Retail Sales Manager Electrical (Harvey Norman Port Kennedy)

- Day to day retail management of Electrical Department across all areas including: sales, purchasing, stock control, staff management and maximization of business growth.
- Set and oversee adherence to sales targets and budgets for staff.
- Manage stock control and purchasing activities.
- Team leadership, coaching and management, overseeing and driving staff performance on a daily basis.
- Motivate and develop 12 staff to achieve the highest level of performance for the business to gain optimal levels of productivity and profitability.
- Provide face to face and telephone customer service, handling enquiries and building a positive rapport.
- Merchandising showroom for seasonal changes and different promotional activity

Key Duties - Retail Sales Manager Electrical (Harvey Norman Joondalup)

- Day to day retail management of Electrical Department across all areas including: sales, purchasing, stock control, staff management and maximization of business growth.
- Motivate and develop 12 staff to achieve the highest level of performance for the business to gain optimal levels of productivity and profitability.
- Team leadership, coaching and motivation overseeing and driving staff performance on a daily basis.
- Set and oversee adherence to sales targets and budgets for staff.
- Return of goods processing and credit claims for price protection of stock on hand.
- Assist with Creditor Control activities to finalise outstanding debt and arrange collection.
- Provide face to face and telephone customer service, handling enquiries and building a positive rapport.
- Merchandising of showroom for seasonal changes and various promotional activities.
- Manage stock control and purchasing activities.

Memberships & Associations

- Member of Real Estate and Business Agents Supervisory Board (REBA) No.54555

Professional Referees

Tim Kay

Franchisee

Harvey Norman - Electrical

Albany, Western Australia

M: 0402 987 432

Colin Dunkerley

Company Director

Quicktrack

Northern Queensland

M: 0416 543 123

Brandon White

Logistics Manager

Wetherill Park, New South Wales

M: 0438 999 881

Written References Available
