

Tony Crockford

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PROFESSIONAL PROFILE

A dynamic and results-driven professional with a highly successful background in sales, account management and new business development. Committed to achieving and exceeding demanding targets and business objectives while remaining focused on providing an exceptional standard of service to international and UK clients. Possesses excellent interpersonal, communication and negotiation skills, the ability to influence decisions and to develop positive internal and external relationships. Enjoys being part of, as well as managing and motivating, a successful and productive team and thrives in highly pressurised and challenging working environments.

CAREER SUMMARY

2008–date VAUCAN-HAMSTER LTD, Sales Associate

- Playing a key role as a Sales Associate within the newly established Marketing Business Development Department set up as a business development project to assist in generating opportunities across four practice verticals: general enterprise, industrial, technical and consumer products
- Personally responsible for driving revenue growth across these verticals by collaborating with clients on the provision of consulting and training services according to their needs utilising a range of problem solving, project execution and business process improvement applications
- Actively involved in outbound calling to facilitate the identification and qualification of sales leads across all practices
- Planning and executing innovative campaigns, including direct mail, webcasts, catalogue distribution and thought leadership, to generate new sales leads in EMEA and NA regions
- Developing positive relationships with potential clients, establishing their business needs and developing solutions based around Vaucan-Hamster services
- Preparing and delivering successful pitches to director, senior and middle management level prospects
- Additionally responsible for preparing and presenting detailed campaign analysis and reports to practice leaders

Key Achievements

- Playing a key role in promoting cross practice value propositions for consulting engagements and executive training solutions to develop strategic and operational problem solving and decision making, project management and business process improvements for issue resolution
- Contributing directly to the new department delivering 98% of leads target/plan and 98% of revenue target/plan within the first year
- Personally responsible for bringing in new leads to the organisation with values ranging from £10,000 to £50,000
- Currently involved in developing partnership deals within strategically aligned markets and territories within the Middle East
- Utilising previous expertise in developing internal departmental processes to lead on the creation and re-design of departmental systems to standardise project execution and campaign management/analysis

2005–2008 MEGA MEDIA LTD, Sales Executive (temporary)

- Initially undertaking a telesales based role for the regional lifestyle publication tasked with selling all forms of advertising space from classified to display page
- Gaining rapid promotion, after just 2 months, to a field based role covering two SE territories/publications with full accountability for the complete sales cycle including presenting at field appointments and closing agreements
- Liaising directly with events editors and photographers to facilitate appropriate coverage of planned events

Key Achievements

- Achieving personal recognition as the top sales person in the company despite only being employed on a 6-month contract
- Facilitating a sales growth for the area by 27% and £184K during the first year

2002–2005 AMOUR DISTRIBUTION LTD, Head of International Sales

- Responsible for the account management of key sub-distribution partnerships involving regular sales and strategy meetings at director level and overseas business meetings and visits
- Providing comprehensive advice to clients on all aspects of retail marketing, press and radio promotions
- Generating sales and budget analysis reports to enable the communication of departmental sales progress and performance

CAREER SUMMARY cont.

Key Achievements

- Enjoying considerable success in terms of delivering in excess of £3.5 million annual department budgets
- Achieving year-on-year sales increases having successfully forecasted and planned departmental budgets
- Piloting and managing the successful development of a CD sub-distribution network in key overseas territories including USA, Canada, Australia, Germany, Benelux, Spain and France and concluding negotiations to secure exclusive product agreements
- Playing a pivotal role in the development of new business within existing networks of Direct Europe and UK export accounts having brokered exclusive product deals and campaigns
- Winning the International Trade & Export Award 2005 from Watford & North West London Business Association

2000–2002 **RENAISSANCE DISTRIBUTION LTD, Import Singles Manager**

- Responsible for the management of the singles department within the busy music wholesale company
- Managing an extensive portfolio of UK retail accounts with key clients such as HMV, Virgin and Tower, including delivering presentations to buyers and providing a first point of contact for all singles based product enquiries
- Attending weekly field sales meetings with London based major chain accounts and working with them to discuss and resolve any issues that may arise
- Recruiting and managing the dedicated telesales team and providing them with comprehensive training and support as required

Key Achievements

- Consistently achieving monthly and annual sales targets and playing a key role in delivering 20% business growth
- Contributing directly to the company achieving preferred supplier status with key national accounts for the import of singles products

1997–2000 **VIRGIN LTD, Product Buyer**

- Fully accountable for purchasing all chart and non-chart eligible singles products whilst maintaining awareness of budgetary constraints, sales and stock targets
- Developing and maintaining mutually beneficial relationships across an extensive network of UK suppliers

EDUCATION AND QUALIFICATIONS

DipHE: Popular Music Performance
Drumtech Diploma: Drums and Percussion
8 GCSEs: Including English and Mathematics

PROFESSIONAL TRAINING

- Project Management: PMI Accredited
- Lean Manufacturing/Lean Office
- Incident Mapping
- Problem Solving & Decision Making for Investigations and CAPAS

KEY IT SKILLS

- Word, Excel, PowerPoint, Salesforce, Internet and Email

PERSONAL DETAILS

Driving Licence: Full/Clean
Health: Excellent; non-smoker
Interests include: Running, Swimming, Golf and Guitar playing

REFERENCES ARE AVAILABLE ON REQUEST