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| **Thomas Riddle** | |  |  | | --- | --- | | Toronto, Ontario, R0M 1R4 |  | | +1 (905) 444-4444 |  | | Thomas.R@hotmail.com |  | | [My LinkedIn Page](http://linkedin.com/) |  | |

# Objective

An experienced National Sales Manager with proven results during that time: I increased sales 24% YOY (up to $64 million) by reinventing the company’s sales process. I am looking to bring my sales management acumen into another role where I can lead and coach salespeople to improve efficiency and increase revenue.

# Work Experience

**Healthcare Company**

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| *National Sales Manager* | Nov. 2019 – Present |

* Oversaw healthcare sales in every Canadian territory except Vancouver, Montreal, and Toronto.
* Managed and trained 19 Territory Manager to improve efficiency.
* Designed all training materials from the ground up to implement my entirely new sales process that increased sales by 24% YOY.

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| *National Field Sales Coordinator* | Feb. 2015 – Nov. 2019 |

* Supported the National Sales Manager, overseeing reporting and analysis of sales data.
* Analyzed data in Excel, Tableau, and CRMs to provide key business insights and recommend changes to the sales process.
* Identified opportunities to improve the sales team’s performance through coaching; performed field-sales coaching to improve on any weaknesses across the team.
* Provided field-sales insights to the leadership team and ensured KPI compliance with daily entries to Salesforce CRM

**Insurance Company**

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| *Field Sales Manager* | March 2012 – Feb. 2015 |

* Hired, trained, and managed 7 Sales Specialists – all while maintaining my own KPIs and sales targets.
* Created my team’s selling strategy, transitioning from a scripted sales process towards a personal approach based on building rapport and asking questions.
* Coached my Sales Specialists to generate more referrals and drive growth.
* Monitored sales performance and addressed weaknesses with support and training as needed.
* Achieved #1 in sales through 130 of the 160 weeks that I was there.
* Maintained a position in the top 10% of sales globally (out of 8000 salespeople).

# Education

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| **Bachelor of Arts (Hons),** University of Manitoba  Political Science | 2010 |

# Skills

**Sales:** Sales Strategy Development, Revenue Growth, Sales Forecasting, Business Development, Client Acquisition and Retention, Customer Satisfaction, Customer Retention.

**Leadership:** Team Leadership, Cross-Functional Collaboration, Recruitment and Hiring, Business Planning, Sales Coaching, Performance Metrics, Market Analysis, Budget/Expense Management.

**Technologies:** Microsoft Office Suite (Word, Excel, PowerPoint, Outlook, Teams), Zoom, Tableau, Customer Relationship Management (CRM) Software.