

MEMBERSHIP SALES REPRESENTATIVE

Professional Profile

Motivated professional with over twenty years of experience in business management and customer service seeking Front Desk Manager position at The Claremont Club. Ability to turn around under-performing departments to create profitable departments by building strong relationships, recruiting talent, training teams, and establishing and managing processes. Self-starter with positive attitude and strong problem solving skills.

Qualifications

- Self-motivated
- Strategic and creative thinker
- Outgoing and cheerful attitude
- Team training and development
- Process improvement
- Interpersonal, oral, and written communication skills

Experience

Company Name City , State Membership Sales Representative 01/2015 to Current Achieve monthly individual and team sales and attrition goals by enrolling prospective members in the club utilizing the Relationship Selling process. Take the sales process beyond the "close" and through to the initial on-boarding of a new client. Decrease monthly attrition by providing an enthusiastic level of service to all existing members. Create personal monthly plans outlining specific in-house and community activities to generate new sales. Develop and maintain excel spreadsheets for sales tracking purposes. Support the Club, programs, staff and members.

Company Name City , State Health & Wellness Coach 08/2014 to 01/2015 Achieved personal training and fitness non-dues revenue program sales goals. Effectively utilized the Visual Fitness Planner program and features to transition members into personal training clients. Integrated new members to the Club and assured their satisfaction.

Company Name City , State General Manager 04/2013 to 06/2014 Grew two women's personal training studios from less than \$18,000 average monthly sales to over \$30,000 average monthly sales, and client base from 85 to 135 by implementing a "Top of Mind" sales approach. Maximize all Up-front, Upgrade, and Renewal sales opportunities. Coach each studio team of four personal trainers in all aspects of operational excellence. Turn clients into "raving fans" by providing a positive, high-energy environment where clients achieve their weight-loss results through a balanced program of weight training, interval cardio training, nutrition support, and accountability. Develop communication tools for the organization including monthly Constant Contact newsletters and in-studio contests and community board. Develop specific and interesting lead generating emails.

Company Name City , State Director of Performance Sports 03/2011 to 08/2011 Managed women's and men's performance apparel categories of Running, Fitness, and Soccer with a sales goal of \$21 million. Category expert and spokesperson within apparel team. Defined strategy and business plan for performance categories. Created and delivered informative presentations and workshops to sell the product.

Company Name City , State Senior Director of Apparel & Accessories Merchandising 03/2008 to 05/2011 Defined and delivered the apparel line in North America. Built strategic alliances with Sales and International Product that resulted in \$50 million in 2010, over 24% sales growth. Traveled to corporate headquarters in Germany every 6 - 8 weeks to represent North America in strategic planning meetings. Increased account base by 10% with new product quickly brought to market. Introduced revolutionary women's fitness apparel program which increased customer base by 23%. Managed team of three merchandise managers and one merchandising analyst. Responsible for recruiting and interviewing new team members for the department. Created and delivered informative presentations and workshops to sell the product.

Company Name City , State Sales Director of New Business 10/2007 to 03/2008 Managed new and emerging business categories across all product classifications. Exceeded sales goal by 20% in first year. Built strong client relationships and provided high value-adding services, resulting in a 15% growth within new business account base. Developed and assigned monthly sales quotas to over 15 national sales managers. Communicated regularly with strategic managers to resolve issues and plan the business. Launched new categories such as Swimwear, Sailing, and Limited Edition. Created and delivered informative presentations and workshops to sell the product.

Company Name City , State Director of Sales 01/2006 to 10/2007 Managed sales and operations of the Department Store and Lifestyle business segments, resulting in over \$20 million in annual sales. Improved client relationships at the Vice President level, resulting in an expansion of account base by 60%. Communicated regularly with territory and regional managers for daily support and strategic planning of accounts. Recruited, interviewed, and hired new sales managers for department. Created and delivered informative presentations and workshops to sell the product. Listened attentively to account feedback and worked with product development team to introduce competitive product offerings.

Company Name City , State Trade Channel Manager 10/2002 to 01/2006 Built and managed 30 new accounts and \$15 million in sales. Established critical alliance with three major department store partners within a six-month period. Recognized as PUMA Employee of the Year, increasing sales level by 200%. Changed and improved department expectations on customer service, margin analysis, and presentation building. Planned and led training sessions on customer service and business analysis to promote sales team professional development and sales goal reinforcement.

Education

Bachelor of Arts : International Relations 1998 Mount Holyoke College , City , State , USA

Certificate of Portuguese Studies 1997 Universidade de Lisboa , City , Portugal

Technical Skills

- Mastery of Microsoft Office (Word, Excel, and PowerPoint)
- Strong working knowledge of DataTrak ABC and ClubOs software
- Ability to work with several operating systems including Microsoft and Mac OSX
- Fluent in spoken Portuguese; proficient in written Portuguese
- Knowledge of spoken and written Spanish