

SHARON M. WESTMAN

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BUSINESS DEVELOPMENT / TERRITORY ACCOUNTS MANAGER

Increase product sales / market share through dynamic customer / dealer training and support.

"I succeed by helping others succeed."

Over 10 years of business development / sales leadership, complementing a successful background in customer service, earning a solid reputation for market vision and business acumen to reflect proven ability to:

- Identify growth opportunities
- Build brand awareness
- Strengthen market presence
- Conduct market / trend analyses
- Penetrate target and existing accounts
- Produce sustainable revenue gains

Consistently meet / exceed performance goals, applying well-executed marketing strategies and sales training techniques while building influential industry relationships in new and established markets.

Core Sales Competencies

Territory Sales Planning ... Marketing Strategy ... Competitive Analysis ... Customer Service Excellence
Training / Educating / Communicating ... Client Relationship Management ... Lead Development
Presentations ... Cold Calling ... Trade Show Presentation to Participation ... Conscientious Follow Up ...
Security Clearances ... New Business / Account Development ... New Product Launches ... Market Growth

EXPERIENCE

Kamado Joe Grills, working out of Arizona 7/2018 to Present

MANUFACTURER'S REPRESENTATIVE - EVENTS PROGRAM (100% commission)

Promote Kamado Joe products by traveling throughout the U.S. to deliver compelling on-site presentations directly to consumer while interacting collaboratively with dealer staff.

- Apply a consultative, solution-based sales approach, identifying customers' needs, offering products to address specific issues, and artfully closing sales. Served as industry trade show specialist.
- **Recognized consistently as #2, some #3, in sales volume (of 19).**

Sterling Leisure Products, working out of Arizona home-based office 6/2012 – 8/2014

WESTERN U.S. TERRITORY ACCOUNTS MANAGER

Vitalized large territory (expanding from original 4 states to 9) in emerging market, opening new dealer accounts while servicing existing customers to maximize revenues and market share.

- Captured opportunities to develop new business and build brand awareness and market presence for top-of-the-line leisure products through tenacious follow up, never stopping until "yes."
 - Trained and coached dealer sales teams to partner in success; consistent dealer comment: *"You take good care of us Sharon."*
- Developed strategic marketing plans to engage industry influencers and trendsetters, growing and strengthening a productive network while penetrating new markets and adding new dealers.
 - Participated in industry and consumer trade shows as a product specialist supporting dealers by delivering sales / promotional presentations to attendees then handing final sales to dealer reps.
- Awarded additional territory states after first year with exceptional performance review: *"You not only met all we asked, you exceeded it."*
- **Noted for dramatic market growth - 225% YOY - consistently #1 or #2 position in sales (of 10).**

The Outdoor Greatroom Company, working out of Arizona

12/2009 to 12/2014

ACCOUNTS MANAGER

Cultivated / leveraged relationships with dealers – new and established – in Arizona, New Mexico, and Nevada to establish a productive sales and distribution network for full line of outdoor space products.

- Researched and analyzed market / market opportunities to craft high-impact sales campaigns – email, phone calls, and personal visits – to meet and exceed all sales goals.
 - Created systems and processes to maximize efficiency and effectiveness of sales strategy.
 - Built trust and increased engagement with dealers, championing company products to generate ever-increasing sales volume.
- Noted as industry trade show specialist, attending large regional shows to engage new prospects, , create sales leads, and raise brand awareness.
- **Awarded company's 2011 Highest Sales Increase honor.**

OTHER EXPERIENCE

American Airlines, Sky Harbor Airport, Phoenix, Arizona

CUSTOMER ASSISTANCE REPRESENTATIVE

Ensured an enjoyable flying experience by interacting with customers in a courteous, efficient, friendly, and professional manner, anticipating every need.

- Checked in and tagged customers' baggage, processing and completing credit card baggage transactions and assisting customers with self-service check-in and baggage processing.

Numerous prior security clearances, current U.S. Passport

EDUCATION

Lower Columbia Community College, Longview, Washington

BUSINESS ADMINISTRATION CURRICULUM

Professional Development / Training

- Annual Sales Training - Outdoor Greatroom Company
- Monthly Corp. Conference Calls / Sales Training – Sterling Leisure and OGC
- Weekly Sales Calls – Sterling Leisure and Outdoor Greatroom Company
- Microsoft Word, Excel, and PowerPoint Training

Only through focus can you do world-class things, no matter how capable you are.

– Bill Gates –