

ROBERT WESTBROOK

31 Augusta Road S.W.
Toronto A2B 3C3

rwestbrook@email.com

Phone: (505) 333-4444
Cellular: (505) 555-7777

SENIOR SALES EXECUTIVE

Specializing in High-Tech Business Development & Key Account Management

★ **RECIPIENT OF OVER 28 AWARDS FOR EXTRAORDINARY SALES PERFORMANCE** ★

TOP-PRODUCING SALES EXECUTIVE with career expertise managing key accounts and generating outstanding revenue gains in the IT industry. Combines outstanding customer needs assessment and solutions selling skills with advanced negotiation and relationship management capabilities. High-level understanding of complex systems management, networks, databases, mainframe, and distributor products and software. Outstanding leadership, communication, and presentation skills. Fluent English and French.

SALES ACHIEVEMENTS

- **9 “GOLDEN SALES” AWARDS, granted to top 10% for extraordinary sales achievement and leadership**
- **19 “100% TEAM” AWARDS for sales results above quota**
- **Recent sales results include:**

YEAR	% OF QUOTA	YEAR	% OF QUOTA
2000	145% YTD	1997	177%
1999	271%	1996	189%
1998	152%	1995	168%

PROFESSIONAL EXPERIENCE

SOLOTECH CORP.

1970 – Present

Exemplary career in the sales and marketing of IT solutions across a wide variety of hardware and software lines. Rapid advancement through increasingly responsible sales account, executive, and leadership positions on the strength of solid relationship building skills and consistent ability to exceed revenue targets.

CONSULTING SALES EXECUTIVE – Copernicus Systems Inc., Toronto, Ontario (1997 – Present)

Copernicus Systems Inc. is a wholly owned SoloTech subsidiary marketing integrated IT Systems Management software solutions.

Charged with the sale and account management of multi-million dollar enterprise IT solutions to key corporate accounts across financial, insurance, and telecommunications industries. Promoted through Sales Executive (1997) and Senior Sales Executive (1998) positions. Scope of responsibility includes account ownership, business development, strategic sales planning, team leadership (10 direct reports), consultation on client business casing, and negotiations.

- Successfully built entire client base from scratch by establishing solid relationships with client executive team, selling expertise, and delivering powerful multimedia presentations on Copernicus’ integrated solutions.
- Established key business relationships with SoloTech Business Partners and SoloTech Global Services to deliver complimentary services and technology components.
 - **Within first year, single-handedly sold key corporate accounts and effectively realized 148% of sales targets**
 - **Continued to over-achieve all targets in subsequent years – 271% (1999), 145%YTD (2000)**

SOFTWARE ACCOUNT MANAGER, Toronto, Ontario (1995 – 1996)

Managed all sales, sales strategy, and account management of enterprise database and applications development software products (DB2, Java). Responsible for negotiating complex software solutions and supporting services to major players in the financial services industry. Focused on the development of solid client relationships and assistance with business case development to correctly identify specific client architecture, resource, and service requirements. Assembled and led a team of 6 Technical Specialists.

- **Achieved sales results of 168% (1995) and 189% (1996)**

PROGRAM MANAGER, NORTH AMERICA – Software Development Labs (1994)

Specifically recruited to manage internal sales and marketing of new Database and AS/400 software applications throughout U.S. and Canadian markets. Developed and delivered highly effective sales presentations promoting software capabilities and illustrating sales potential.

- **Introduced creative incentive program resulting in a significant sales increase across market.**

BUSINESS DEVELOPMENT MANAGER, Quebec City (1987 – 1993)

Promoted to run Quebec SoloTech branch, focusing on the management and development of all mainframe and associated software sales to key government ministry accounts. Unique client group required patience, persistence, high degrees of creativity, and solid relationship building, negotiation, and business casing skills. Success hinged on ability to recognize and market to unique government requirements, anticipate and work within strict budget restrictions, and negotiate creative leasing/financing options. Full management and leadership responsibilities for team of 10 System Engineers and 6 Sales Representatives.

- **Consistently exceeded sales targets, averaging 128% over six years.**

ACCOUNT MANAGER, Vancouver, British Columbia (1980 – 1986)

Recruited to take over mainframe sales and manage multi-million dollar financial and commercial accounts. Responsible for all front-end sales, relationship building, and account management.

- **Consistently exceeded targets, averaging 148% over six years.**

Previous experience produced exceptional sales results in the following positions:

Account Manager (251%)	Senior Sales Representative (194%)
District Marketing Specialist (110%)	Sales Representative (245%)
Sales Manager (112% avg)	

PROFESSIONAL DEVELOPMENT

- SoloTech Management Series – Levels I & II
- CRM Practices
- Solutions Selling Process
- Advanced Selling Methodology
- Negotiation & Soft Selling
- Selling E-Business
- Messaging and Collaboration Sales – Lotus
- IT Systems Management Principles

PERSONAL ACHIEVEMENTS / ACTIVITIES

- Private Pilot License – over 5000 flying hours
- Skydiving – over 350 jumps
- Additional interests include rock climbing (indoor and outdoor), equitation, mountain biking, and boating.

Outstanding professional references available upon request.