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# JULIE GIRARD

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## SALES EXECUTIVE

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**OEM Sales ▶ Industrial Sales ▶ Technical Sales ▶ Distributor Sales ▶ International Sales**

***“You understand how business works. You have a strong personality. You understand people.”***

Joseph Mallard, Territory Sales Manager, ABC Industries

Energetic, competitive, and motivated closer with big-picture understanding of sales metrics that leads to unprecedented profitability. Lifelong business mindset sourced from successful family-owned manufacturing company. Comfortable and effective obtaining buy-in and closing sales with top level clients in OEM / manufacturing / industrial / technical / distribution environments. Skillfully prioritize tasks; willing to put in hours required to get the job done and exceed organizational goals. Eager to travel.

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## UNIQUE VALUE

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- ▶ Generate new business and develop territory by identifying key decision makers and business needs.
- ▶ Communicate value proposition, company policies, strategies, and goals.
- ▶ Collaborate on specifications development with Purchasing, Plant Engineers, R&D, and Logistics.
- ▶ Maintain control of sales process in face of obstacles and objections.
- ▶ Add value to customer through reliable follow-up and adept problem resolution.
- ▶ Network expertly through myriad of industry connections to build new relationships.
- ▶ Make lasting positive impression on prospects, clients, and colleagues; stand out in a crowd.

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## EXPERTISE

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Operations Improvements	Original Equipment Manufacturer (OEM)	Team Collaboration
Cost-benefit Analysis	Process / Equipment Improvement	Product Development
Expectations Management	Quick Study on CRMs	Training / Mentoring
Communications / Presentations	Word, Excel, Outlook, Blackberry Sync	Domestic / International Travel

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## SELECTED EMPLOYMENT HISTORY

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CARS R US INC., Flint, MI	August 2007 – Present
ABC PROMOTIONS, Flint, MI	March 2005 – June 2007
VANDERBILT WINDOWS & DOORS, Flint, MI	September 2002 – November 2004
FLINTSTONE REMODELING, Flint, MI	September 2001 – September 2002
CABINETS AMERICA, Charlotte, NC	March 1990 – April 1994

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## INDUSTRIAL SALES EXPERIENCE

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CABINETS AMERICA, Charlotte, NC      March 1990 – April 1994  
*Private German firm; worldwide leader in design and innovation of cabinet hardware. Global sales of \$100B+.*

### Senior Regional Industrial / Technical Sales Executive

*Traveled 40+ weeks per year serving 30 accounts (OEMs and six two-step distributors) in 5½ states valued at \$2.5M+. Identified new OEM sales opportunities and worked with client engineering and purchasing departments to secure specifications for products. Trained distribution sales people to sell to end user.*

**Notable Clients:** Riverside Furniture, UNICOR – Federal Prison Industries, O'Sullivan Furniture, Bush Furniture, Bertch Cabinet Company, Pyramid Products, CDI.

- ▶ Grew territory sales from \$700K to \$2.1M. Named Salesperson of Year for largest sales volume increase.
- ▶ Promoted from Regional Sales for excellent performance in evaluating manufacturers' requirements.
- ▶ Captured business from strong competitor that had been in market for over three years.
- ▶ Generated \$1M U.S. purchase; created more sales opportunities worldwide by altering specification to enable use of Hettich products, working through U.S. Office of Procurement, Federal Prison Industries (UNICOR).
- ▶ Prevented manufacturing line shutdown on multiple occasions by personally driving material from Harrisonville, MO, to Riverside Furniture in Ft. Smith, AR.

## DISTRIBUTOR SALES EXPERIENCE

ABC PROMOTIONS, Flint, MI

March 2005 – June 2007

*B2B distributor of \$2.5M / year branded promotional and \$15M in licensed imprinted products. Sales staff of 5.*

**Account Executive** (specializing in high-end branded goods)

**Notable Clients:** Parts Now, Gilson, Aniu Salon and Spa, NET Technologies, Group Health Cooperative (GHC).

- ▶ Grew value of 30 accounts from ground up to \$600K annually at ~ 35% GPM.
- ▶ Increased consistency and accuracy of price quotations by automating form.
- ▶ Increased sales and improved prospecting model through accountability partnership with team member.
- ▶ Designed \$65K marketing collateral with 22% GPM for product rollout at sales meeting in Switzerland.
- ▶ Became sole supplier of \$20K in promotional products at Group Health Cooperative.

## PUBLIC RELATIONS, RETAIL SALES, SALES MANAGEMENT EXPERIENCE

CARS R US INC., Flint, MI

August 2007 – Present

*Largest automobile dealership in region, 16 brands, 850+ employees at eight locations. Revenues ~ \$100M.*

**Community Ambassador** (plan local events as "face of CRU")

January 2010 – Present

- ▶ Match 100 employees annually to volunteer experiences to increase engagement and loyalty, showcasing company core values. Organize efforts for eight trade shows annually.

**Sales Person**, August 2007 – January 2010

**Notable Clients:** Madison Gas & Electric, Baker Tilly, M3 Insurance Group, Stevens Construction, Flad Architects.

- ▶ Developed outside sales prospecting program by identifying and offering employee groups no-haggle discounts on car purchases and free "insider" information on car purchasing process.

## EARLY CAREER

**Outside Sales Representative**

FLINTSTONE REMODELING. Sold ~ \$750K per year with 27% GPM.

XYZ INTERNATIONAL. Sold engineering software to clients including Maricopa County, AZ; Overland Park, KS, Water District.

MAPLE INDUSTRIES. Sold ~\$700K to account base of cabinet shops in nine counties.

RELIABLE LAMINATE. Sold \$500K / year in products to ~ 45 cabinet and countertop shops.

VINYL FILMS. Serviced vinyl product accounts of \$1M+ to Ashley, Palliser, and Purdue Furniture; Merillat Cabinet Company; and Weyerhaeuser in Upper Midwest and Central Canada.

**Retail Sales Representative**

VANDERBILT WINDOWS & DOORS. Top 10 Salesperson in region; closing ratio 48.9%, sales \$927K.

GREGORY KITCHEN AND BATH. Exceeded \$1M in annual sales with GPM consistently 18-20%; considered example of achievement.

**Regional Sales Manager**

CAMAS CORPORATION. Sold advertising specialty products to distributor accounts of up to \$1M in Eastern U.S. and hired / managed independent green grass representatives in golf industry.

## EDUCATION

LABETTE COMMUNITY COLLEGE, Parsons, KS, **Associate of Arts in Biology**

PITTSBURG STATE UNIVERSITY, Pittsburg, KS, 60 hours toward Bachelor of Arts in Business

## PROFESSIONAL MEMBERSHIPS

BNI PREMIER BUSINESS CONNECTIONS, Flint, MI, January 2009 – Present

SOUTHSIDE METROPOLITAN BUSINESS ASSOCIATION (SMBA), Flint, MI, January 2009 – Present

MICHIGAN LANDSCAPE CONTRACTORS ASSOCIATION (WLCA), Flint, MI, February 2010 – Present

## COMMUNITY INVOLVEMENT

GIRL SCOUTS (GS) USA, **Lifetime Member**

**GS Michigan Southeast Council**, Flint, MI, Active 1997 – Present

- ▶ Honored with Thanks Badge, second highest national volunteer award for body of work, May 1997.
- ▶ Serve on committee to assess and recommend \$55M real estate disposition, 2009 – Present.

**GS Badgerland Council**, Flint, MI, 2011

- ▶ Requested by CEO to serve on Fund Raising Committee to raise \$50,000 from businesses, 2011.

FLINT WARRIORS FOOTBALL TEAM, **Board of Directors**, 2011

UNITED WAY, **Key Club Member**, 2008 – Present