**Ella A. Roberts**

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**Career Summary:**

Highly professional and talented territory manager with a solid experience in providing more effective training and support to sales teams as well as setting sales goals for the organization. Possess strong leadership, sales, multi-tasking, communication and networking skills in detecting business opportunities and maximizing sales growth and performance in a specific geographic area.

**Summary of Skills:**

* Strong leadership and team-working skills to motivate and help sales force in meeting sales target, performing efficient sales operations, and increasing company's revenue
* Excellent communication and interpersonal skills to develop and maintain strong business relationships with potential customers as well as inspire sales teams in achieving common goals
* Ability to adapt to a fast-paced and dynamic work environment as well as remain calm and produce highest quality work under pressure
* Effective customer-service skills with the ability to listen and respond to customer's needs or issues
* Excellent analytical and critical thinking skills to collect and interpret complex data as well as develop effective sales strategies
* Solid organizational skills and ability to handle multiple tasks simultaneously and within strict deadlines
* Quick decision-making and problem solving skills during tough situations
* Proficiency with Microsoft Excel, Word, Power Point and various web-based applications as well as familiarity with Salesforce CRM software or application

**Work Experience:**

Territory Manager

C.R. Bard Groups, New York, NY

January 2016 – Present

* Participating with Regional Sales Manager in developing territorial sales target and plans for accomplishing
* Communicating with key customers as per the daily call schedules, and informing them about trends, special promotions and offers, new products and their improvements
* Managing sales activities of assigned territory such as territory analysis and prospects, growing and maintaining existing accounts as well as conducting sales evaluations or trials
* Building and fostering a talented and high performing territory sales team through effective recruiting, hiring, networking and coaching as well as inspiring and motivating them to grow, retain customer base, and achieve common sales objectives
* Continually evaluating team performance and taking appropriate actions to enhance profitability, efficiency, customer satisfaction, and retention
* Developing and maintaining awareness of market behavior and competitive trends
* Keeping management and sales personnel aware of any selling tips, success stories, and necessary suggestions that may help achieve sales targets
* Reporting Regional Sales Manager about all weekly sales activities and submitting expense reports in compliance with established expense policies and procedures
* Communicating new product ideas, and effective strategies for improvements in marketing methods, and sales

Territory Sales Supervisor

AngioDynamics Inc., New York, NY

February 2014 - December 2015

* Provided guidance and assistance to sales teams in creating and executing market-specific strategies
* Maintained business climate awareness and industry knowledge to improve revenue
* Developed quarterly business plans with identified key account targets for each main product category as well as ensured a superior customer service
* Kept potential customers informed about new products, and services as well as determined customer needs and proposed appropriate products
* Analyzed competitive activities and developed new methods for attracting customers
* Resolved problems or complaints about products to customer satisfaction
* Reviewed monthly sales activities, progress on goals as well as status of prospective customers
* Prepared and delivered effective sales proposals and presentations as well as followed up with the key-decision makers
* Actively participated in various consumer trade shows

Territory Sales Representative

Emcee Group, New York, NY

September 2012 - January 2014

* Built and maintained strong relationships and rapport with customers
* Monitored and reported competitive activities as well as maintained up-to-date knowledge of latest sales trends
* Assisted in analyzing territory sales performance reports and developing strategic sales plans to support business growth
* Presented sales proposals, including pricing and product or service terms
* Negotiated and closed sale in best interest of company
* Collaborated with territory sales team to meet team's and individual sales target

**Education:**

* Master's Degree in Marketing
University of New York, New York, NY
2012
* Bachelor's Degree in Marketing
Pace University, New York, NY
2009

**Reference:**

On request.