

Sandra Lopez-Canchola

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Executive Summary

Ambitious management professional offering over 10 years of progressive leadership experience and new business development. I created strategic alliances with organization leaders to effectively align with and support sales leaders within sales organizations and sales divisions by recruiting and training new sales representatives in order to improve sales and increase sales production. The key business initiatives included recruiting, hiring, training, developing and motivating and finally transforming the sales professionals into outstanding leaders.

Specialties: Organizational Leadership, human resource management, recruiting, training, mentoring, team development, business development, strategic planning and innovation, employee development, change management, cross-functional relationships, business process improvement, financial report analysis, project management, ethical decision making

Professional Experience

Branch Manager

6/2014 to 11/2014

Select Staffing

Colorado

- Established goals and objectives with clearly defined timeframes for the margin generating colleagues within the branch; to include Sales Representatives, Personnel Supervisors and Branch Manager.
- Worked closely with the team to define strategies in order to achieve production goals and objectives within specified timeframe.
- Led and created motivation by creating an exciting and enthusiastic environment in the office through sales promotions, innovative ideas, personalized goals and reward programs.
- Coached, trained and developed those who wanted to become future leaders within the Select organization.

District Sales Manager

4/2013 to 6/2014

Avon Products, Inc.

Colorado

- Recruited, mentored, trained and developed team of 600+ independent Sales Representatives in a \$4M+ market.
- Developed strategy and business plans for prospecting, appointing, training and developing; to include lead generation, negotiation and closing the sale for associates.
- Directed strategic initiatives to achieve sales growth by implementing and promoting key strategies with training and business development processes; to include relationship-building through one-on-one planning and goal setting with sales leaders and top sellers within assigned territory.
- Increased profits by developing, initiating and managing Leadership programs.
- Selected Accomplishments: #1 over additions in 2013.

Sales Academy Supervisor/Trainer

10/2011 – 4/2013

Comcast

Colorado

- Recruited, trained and developed all new hire Direct Sales Representatives entering department.
- Trained representatives in product knowledge, pricing structure and sales techniques including opening the sale with customer engagement, presentation skills, discovery, and closing the sale.
- Executed extensive classroom training to include role play, written and verbal assessments, and outside field training.
- Created all sales tools utilized in classroom training.
- Managed all sales collateral/forms to assist new hires in becoming product and pricing “experts”.
- Implemented performance management to ensure efficiency and productivity of all team members prior to releasing them to permanent supervisors.

Direct Sales Supervisor

8/2009 to 10/2011

Comcast

Colorado

- Recruited, managed, coached and developed sales team of 15 – 20 sales representatives selling Comcast/Xfinity products to include digital cable, internet, digital voice and Xfinity Home security services; to include goal setting, time and calendar management.
- Directed tactical and strategic planning, standardized reporting, and feedback on effectiveness of existing sales plans and goals.
- Identified as intermediary to resolve service issues internally and externally.
- Mentored 6 representatives to promotion within the company.

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Store Director

9/2008 to 6/2009

Sephora USA, LLC

Colorado

- Recruited, managed, and developed team of 30+ professionals in a retail environment of an \$8M store.
- Reduced turnover rate to -3% from September 2008 to June 2009.
- Trained and coached staff consistently to ensure maximum profitability and compliance with Sephora's objectives and policies.
- Surpassed revenue goals in four consecutive quarters; bonus achieved from January, 2009 to May 2009.
- Defined strategy and business plan for optimum store staffing levels while adhering to weekly/monthly budgetary goals.
- Reduced and controlled expenses by attaining store's sales plans and operating profits.
- Initiated seven internal promotions to management, education and brand management departments within the organization.

Regional Sales Manager

8/2007 to 9/2008

Luxottica Group

Western U.S.

- Recruited, managed, coached and mentored team of 15 professionals in CO, NM, AZ, UT, TX, ID, WY and NE.
- Directed and managed strategic initiatives by coaching, training and developing sales force in a \$20M territory.
- Managed the implementation of brand standards and point-of-purchase guidelines with all accounts in the region.
- Developed cross-functional relationships with marketing and Luxottica executives to ensure proper distribution and brand image.
- Identified areas of growth and opportunities by analyzing market penetration in potential key markets.
- Trained and developed inexperienced/new hire sales force.
- Trained sales representatives in underdeveloped markets to help increase sales by 15%.
- Increased profits by developing, initiating, and managing regional synergy selling to maximize sales of all product lines.

District Sales Manager

5/2005 to 8/2007

Avon Products, Inc.

Colorado

- Recruited, trained and developed team of 650+ independent Sales Representatives in an \$8M+ market.
- Trained business strategy and business planning to include sales cycle and leadership roles.
- Surpassed revenue goals in four consecutive quarters by implementing and promoting key strategies of training, business development processes and relationship-building through one-on-one planning and goal setting.
- Grew market over 25% in annual sales to increase over \$3M in one year.
- Targeted key markets within assigned territory by analyzing market opportunities and demographics to grow under-penetrated businesses.
- Increased profits by developing, initiating and managing Leadership programs.
- Selected Accomplishments: Achieved "Circle of Excellence" Manager ranking top 10% in the nation winning a trip to Beijing, China. Achieved #1 position in Network Marketing growth with division.

Education

Master of Science in Organizational Leadership

2014

Regis University

Denver, CO

Organizational Leadership with emphasis in Leadership and Management

Bachelor of Arts in Political Science and Philosophy

1987

Regis University

Denver, CO

Double Major in Political Science and Philosophy

High School Diploma

1983

Centaurus High School

Lafayette, CO

Affiliations

National Association of Professional Women – Member since 2013