

# Dereck Taylor

## Sales manager/Brand specialist

Yonkers, NY 10701

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914-619-6458

## Professional Summary

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Hello,

I am a versatile Sales manager with 18 years of experience in retail and customer service, specializing in team supervision and training. I have a proven track record of driving sales, having generated over \$1 million annually in previous roles. Skilled in B2B sales, communication, and organizational management, with a strong ability to enhance team performance and customer satisfaction. Im seeking to leverage my extensive sales expertise to drive success in a dynamic organization.

Authorized to work in the US for any employer

## Work Experience

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### Sales Manager

Origins Nyc-New York, NY

September 2019 to Present

- Led a team of 10 sales representatives, providing coaching and guidance to drive performance and achieve revenue goals
- Developed and implemented strategic sales plans to penetrate new markets, resulting in a 25% increase in market share
- Implemented CRM system to track customer interactions and improve sales forecasting accuracy
- Analyzed market trends and competitor activities to identify opportunities for business growth and adjust sales strategies accordingly
- Conducted regular training sessions on product knowledge, objection handling techniques, and closing strategies for the sales team
- Created comprehensive sales reports analyzing KPIs such as conversion rates, average deal size, and pipeline velocity for senior management review

### Insulator

Local 91 heat and frost Insualtors-Peekskill, NY

June 2016 to January 2020

- Installed insulation materials in residential and commercial buildings, ensuring proper coverage and energy efficiency
- Measured and cut insulation materials to fit specific spaces, utilizing precision tools and equipment
- Collaborated with construction teams to determine insulation needs based on building plans and specifications
- Maintained a clean work area by removing debris, excess materials, and packaging after completing installations
- Adhered to safety protocols at all times, including the use of personal protective equipment (PPE)
- Ensured compliance with local building codes and regulations during installation processes
- Assisted with the preparation of job sites, including cleaning, organizing tools, and setting up equipment

## **Sales professional & Brand specialist**

Tourneau-White Plains, NY

June 2010 to March 2015

- Engaged with potential customers to create brand awareness and generate leads
- Demonstrated product knowledge and effectively communicated key features and benefits to customers
- Built strong relationships with customers through exceptional customer service, resulting in repeat business
- Trained new team members on product knowledge, sales techniques, and brand guidelines
- Provided feedback on customer preferences, market trends, and competitor activities to inform product development decisions
- Managed inventory stock levels to ensure availability of popular products during peak demand periods
- Consistently met or exceeded monthly sales targets by employing effective selling techniques
- Implemented strategies to enhance customer engagement and drive brand loyalty
- Over 1 million in sales annually

## **Sales professional /personal stylist/assistant dept manager**

Nordstrom-White Plains, NY

June 2008 to June 2010

- Developed and maintained in-depth knowledge of product features, benefits, and competitive advantages to effectively communicate with customers
- Provided exceptional customer service by promptly responding to inquiries, resolving issues, and ensuring customer satisfaction
- Built strong relationships with existing clients through regular communication and follow-up to drive repeat sales
- Trained new team members on product knowledge, selling techniques, objection handling strategies, and CRM systems usage
- Utilized CRM software to track customer interactions, update account information accurately, forecast future sales opportunities
- Trained staff on product knowledge, customer service techniques, and company policies
- Created employee schedules to ensure adequate coverage during peak business hours while controlling labor costs
- Conducted performance evaluations for team members, providing constructive feedback for growth and development
- Achieved monthly sales targets consistently by motivating the team through goal setting and incentives programs

## Education

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### **Business management (Associate of Science)**

SUNY Westchester Comm. College-Valhalla, NY

2006

## Skills

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- B2B sales
- Outside sales
- Negotiation
- English

- Communication skills
- Sales
- Customer service
- Organizational skills
- Cash register
- Basic math
- Cash handling
- Leadership
- Management
- Microsoft Excel
- Microsoft Office
- Sales management

## Certifications and Licenses

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### **Driver's License**