

Karen Kratenstein
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SOFT SALES

Face to face sales with a Consultive approach Wholesale/B2B/Business Development/Trade Events/Prospecting/Negotiating/MS PowerPoint/Act/Sales force/Excel/Outlook /MDS Insight CRM

MARKETING

Project Management/Print Production/Photo Shoot coordinating/POPs/Email Blasts/Advertising/Networking/social media

MANAGEMENT

Supervised sales and administrative staff/Managed warehouse employees/Coordinated overseas production of new product/Handled the operations in a corporate setting

EDUCATION

Bachelor of Business Administration- Baruch BBA NY

Wilsonart -New York, NY

Feb 2020- Present

Operations and Business Development Manager

- Face to Face Metro sales for all the boroughs selling Engineered Surfaces which include, HPL Laminate, Adhesive, Thinscape, Solid Surface, to fabricators, GC's, Retail stores, Lumberyards, Kitchen and Bath.
- Responsible for opening new business accounts, managing, and growing existing clients base with a consultive soft approach
- Meeting and exceeding quotas and growing business through marketing and word of mouth campaigns of all our products. Made Top Gun last year exceeding quota by 700,000. Over 3.5 Million in sales.
- Negotiating Pricing, working with GC's and Designers to have our products specified for their projects and following thru with specifications reps to ensure orders are placed
- Working and networking with fabricators to assist them in getting them involved in client projects

Corporate Coffee Systems -New York, NY

Jan 2015-Dec 2020

Business Development Executive

- Generate customized proposals and make face-to-face presentations to bring on new clients
- Maximize Sales and GP for each client/ Retention Rate of Clients 95%
- Perform site surveys as needed to determine appropriate solutions needed
- Facilitate prompt resolution of any client problems and issues resulting in client referrals
- Formulate business contracts to fit the individual needs of each client
- Run and analyze period "no buy" report to avoid or revive lost sales

- Utilization of Sale Force, thus increasing client touchpoints
- Attend periodic on and off-site sales, product, and equipment training
- Increasing overall business by consistently opening accounts with GP 55%

Security Resources, New York, NY

Feb 2012- Jan 2015

Business Development Executive

- Working with different industries such as Retail, Commercial, and Residential Real Estate
- Working with Operations Dept, Accounting and Client Relations Team to secure business
- Prospecting which includes researching, cold calling, lead generation, networking, trade shows to obtain business.
- Proposal Writing and Negotiating of contracts to meet clients' needs
- Consulting with clients to understand their security needs and come up with solutions increasing business by 30%

Udizine, New York, NY

Jan 2010-Dec 2011

Sales Operations Manager

- Running operations of the first New York location, including Accounts Receivable and Bookkeeping
- Going on installations and photographing before and after pictures of projects I have coordinated
- Building a database of over 350 potential clients
- Hiring of freelance designers, overseeing showroom, working with architects and contractors
- Trade shows and networking to build the business

SPS Worldwide, New York, NY

Apr 2008- Jan 2010

Visual Marketing Account Executive

- Oversaw and project managed the production of printed collateral and visual elements including window installations.
- Acted as an extension of clients visual and marketing departments on a project-by-project basis
- Edited and suggested cost-effective programs and alternatives to suit client budgets thus securing business
- Negotiated pricing and delivery dates with both third-party vendors and buyers daily

Lawrence Schiff Silk Mills, New York, NY

Feb 2002-Apr 2008

Executive Sales Account Executive

- Successful in the handling of difficult clients, vendor negotiations, and complex situations to each party's satisfaction while maintaining company objectives
- Recorded over 2 million dollars in sales, opening new markets in packaging and fashion.
- Opened new markets in various packaging, fashion, and beauty industries.
- Worked with department stores, chain stores nationally