

Major Itule

Sales Executive

Fort Collins, CO 80526

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(970) 599-3857

Authorized to work in the US for any employer

Work Experience

Sales Executive

APS International, Inc - Loveland, CO

May 2011 to 2017

Buy and sell used petroleum equipment, parts, point of sale & fuel management systems

- Executed strategic telesales, email and social media campaigns to oil companies and service contractors resulting in key account acquisition and repeat sales for used petroleum equipment, parts and POS systems.
- Lead generation through cold calling gas stations, oil companies, Fortune 500.
- Increased sales by purchasing in-demand equipment at low cost, balanced with timely inventory turn for high gross profit margins.
- Consulted with businesses on PCI & EMV solutions, merchant card services including Apple Pay and Google wallet.
- Consistently exceeded quotas in a highly competitive market.
- Provided customer service, collections and customer relations management.
- Prepared reports tracking cold calls, email and other marketing efforts to identify effective and ineffective campaigns, and to track sales, profit margins and inventory turnover ratios.
- Participated effectively as a team member through communication, cooperation, information sharing and problem solving.

Owner

Major Locations - Sacramento, CA

March 2001 to December 2010

Secured high traffic locations for vending machines, video games and consignment product lines

- Developed sales opportunities by researching, identifying, soliciting potential customers
 - Established long-term relationships with customers through managing and understanding their needs
 - Created proposal and negotiated contract terms, conditions to meet both client and company needs
 - Met regular sales targets and coordinated sales projects
 - Developed marketing strategies, materials, budgets
 - Developed sales pipeline, company sales goal
 - Supported marketing activities by attending trade shows, conferences, other marketing events
- Participate in collaborative efforts to improve company sales, marketing strategies

Education

Bachelor's

Skills

Cold Calling, Quota, Prospecting, Business Development, B2B