

# RÉSUMÉ WORLD INC.

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## PROFESSIONAL PROFILE

Over 12 years of experience in Sales Management, Sales, Marketing, Promotions, Territorial Management, Customer/Client Relations and development of client base within the hospitality/service industry. A Sales Professional with proven record of accomplishments in management, staff training/development/motivation/supervision, promotion of teamwork and implementation of policies/procedures to increase productivity and efficiency.

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## AREAS OF EXPERTISE

### SALES MANAGEMENT

- Overseeing the sales performance, productivity, operations, general maintenance and efficiency of 22 Pizza Hut locations within the Toronto
- Providing leadership, motivation and continuous support to 22 stores owners and their employees
- Visiting each store frequently, evaluating overall presentation, merchandising displays and layouts of the store to ensure that the company image, policies and standard is maintained
- Liaising consistently with owners to ensure proper training is being provided to their employees and that housekeeping procedures are effectively implemented and reinforced throughout the store
- Preparing reports on labour cost, food cost, profit/loss, sales projections and gross profit margins

### SALES/MARKETING

- **As Regional Sales Manager for Pizza Hut** - responsible for developing aggressive sales/marketing strategies and cross-selling programs to target schools and local businesses within the community
- Planning and coordinating promotional items, give-aways and daily/weekly specials to increase sales
- **As Sales Representative for Celestica Incorporated** - responsible for marketing, promoting and selling the company product lines to the hospitality industry throughout Ontario
- Generating leads through telemarketing, cold calling and networking within the hospitality industry; establishing new accounts by calling frequently on prospective clients (restaurants, bars, hotels, etc.
- **As Sales Representative for the Zurich Insurance Company** - selling and promoting a full-line of life, automobile, commercial, and building/residential insurance to customers and corporate clients

### STAFF TRAINING/DEVELOPMENT

- Coordinating and implementing comprehensive in-house training program to further develop the skills and abilities of staff members, which is to facilitate the growing/changing needs of the company
- Screening applicants, selecting, interviewing, recruiting and subsequently training all staff members
- Introducing a cross training program which enable staff to obtain full training in all aspects of daily operations of the Restaurant. This initiative eliminated hiring of temporary help to cover absenteeism
- Directing weekly/monthly sales training seminars with a focus on achieving sales targets, increasing productivity, promoting team work and coaching staff on selling techniques and effective presentation

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### **CUSTOMER SERVICE**

- Implementing and overseeing in-house customer service program to ensure customer needs are met
- Following-up promptly with customer complaints/problems; analyzing and resolving concerns through the use of diplomacy and effective problem solving, communication and interpersonal skills
- Maintaining excellent customer rapport; communicating with customers to assess their needs, provide the appropriate feedback/service; obtaining their input to improve services and operations

### **EMPLOYMENT**

PIZZA HUT (Toronto, Ontario)

1996 - Present

#### **Regional Sales Manager**

- Managing the operations of 22 locations, resulting in increase efficiency, sales and profitability
- Researching positioning strategies within geographical areas; planned, developed and executed promotional activities which increased market share by 30% and generated constant flow of business
- Motivating store owners to become more aggressive entrepreneurs

CELESTICA CORPORATION (Markham, Ontario)

1990 - 1996

#### **Sales Representative**

- Managed and developed Southern Ontario territory, resulting in sales increase of 23% for six consecutive years
- Established and maintained accounts which and generated revenue of \$1.6 million annually
- Developed excellent rapport with clients by effectively serviced and maintained their accounts

MCDONALD'S RESTAURANTS OF CANADA LTD. (Toronto, Ontario)

1985 - 1990

#### **Training Manager**

- Implemented and managed customer service programs resulting in an increase of 55% in customer satisfaction for two of McDonald's Restaurants
- Increased productivity and efficiently by 40% within the first year of taking-over by effectively training, directing and motivating approximately 150 full-time and part-time employees

ZURICH INSURANCE COMPANY (Toronto, Ontario)

1981 - 1985

#### **Sales Representative**

- Promoted and sold a full line of insurance products and services through effective prospecting
- Top 3 sales representative among 300 plus sales professionals for Zurich Insurance Company
- Contributed to the company profitability by retaining existing clientele while increasing sales by 15% within the territory by effectively managing personal and commercial accounts

### **PERSONAL STRENGTHS**

- Ability to interact and communicate effectively with people of diverse cultural backgrounds
- Team player; ability to lead and motivate staff to perform productively and achieve established goals
- Strong, interpersonal, negotiation, presentation, organizational and time-management skills

### **EDUCATION/PROFESSIONAL DEVELOPMENT**

CENTENNIAL COLLEGE (Toronto, Ontario)

#### **Diploma in Business Administration**

Major: Sales and Marketing (3 year program)

### **REFERENCES**

Available upon request

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## LOCATIONS

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