

More than 15 years of progressive sales and management experience, including business unit profit and loss responsibility. Possesses a proven record of growing net revenue in highly competitive arenas by increasing the productivity of sales teams, improving the sales close rate, collaborating with operations for the delivery of services and goods, and initiating question-based sales training programs for service industry companies.

A self-directed sales leader who has a strong background in building sales teams, improving sales processes, and increasing customer and client satisfaction.

PROFESSIONAL EXPERIENCE

Turnip Services, Covina, California

2004-Present

Director of Sales

Restructured the new business sales strategy for a \$3.7 billion sportswear division of a major international corporation providing contract services. Provided leadership to 10 sales managers and 56 sales staff, with responsibility for \$17.6 million in new business revenue.

- Led the turnaround of a sales organization, including the creation of a sales process, redesign of a sales model with target markets, recruitment of high performing sales representatives, and field training.
- Built a prospect management system to track activity. Exceeded sales targets by 125% in 15 months, generating \$365,000 in weekly rental revenue, which totaled \$13.3 million in additional annual sales.
- Successfully secured 800 new corporate customers through increased sales productivity. Improved the sales closure rate from 3% to 10%.
- Served as a mentor to three sales staff who were subsequently promoted into management roles, improving retention and morale.
- Created a major target account management process by incorporating database information.

Laces Corporation, Los Angeles, California

1993-2004

General Manager (2002-2004)

Oversaw operations, including production processing, facilities, administration, finance, sales, customer service and distribution, involving 43 routes for a 32,000 square foot plant providing bedding laundry and supply services to 2,750 customers. Managed 125 employees as well as an annual revenue of \$17 million.

- Led the operations and sales turnaround of a facility from a \$15,000 annual loss to a \$3.8 million profit over five years.
- Increased the sales team performance, expanding to seven account managers within eight months and generating \$44,000 in additional net revenue.
- Decreased material costs by 13% for bedding through the effective selling of uniform grades in existing stock, the improvement of stock pulling procedures, and the establishment of a quality check system and productivity standards for the stock room, maximizing inventory utilization.

Branch Manager (1998-2002)

Directed sales activities and managed a uniform distribution center and delivery service with \$11 million in revenue, 1,850 customers and a staff of 48.

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Laces Corporation, Continued

- Increased customer satisfaction by 30% in one year through developing internal customer surveys and initiating a quarterly company customer service call and evaluation.
- Facilitated the creation of a requirement-based sales training system that became the company standard for the sales process.
- Grew branch profitability by \$4.2 million over four years.

Sales Manager (1996-1998)

Accountable for eight delivery routes with responsibility for recruitment, staffing, training, customer service and contract negotiations. Promoted to assume additional responsibility for sales management. Supervised a team of seven sales staff and spearheaded new business development.

- Exceeded sales targets by 20% per year through improving sales representative selection and retention, increasing field sales productivity and providing extensive training.
- Created a multi-faceted marketing program to targeted industries, which encompassed direct mail campaigns and follow-up strategy for prospects.
- Led the regional sales team for the Western Region with responsibility for training new sales staff.

Sales Representative (1993-1996)

Initiated sales calls and conducted presentations to prospective clients in the automotive, construction, restaurant, retail, courier and service companies throughout Riverside and San Bernardino Counties.

- Achieved 97% of sales quotas for all three years and received special recognition for exceeding targets for six quarters.

Star Borrow-A-Car, Hawthorne, California

1990-1993

Branch Manager (1990-1993)

Directed sales, operations and financial management of a 325-car branch with \$2.9 million in revenue for a rental car company. Managed a staff of 35.

- Led the opening of a satellite branch into a new surrounding community. Identified the location, assisted in space planning and lease negotiations, and recruited staff.

EDUCATION

California State University, Fullerton, Fullerton, California

Bachelor of Science, Business Administration/Marketing Management, 1989