

# Martin Collins MSc. F.InstSMM

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## Summary

Professionally qualified Sales Director trained by worlds leading sales training academies. Adopts and maintains the best practices of top performing sales professionals; dedicated to winning more business. Continuously seeks new ideas from customers, prospects, the academic community, industry associations, and from ongoing research.

- Innovator of ideas which help businesses sell more, effectively and efficiently.
- Transfer of key sales tools & leadership skills required to effectively manage & coach the internal or external [sales team](#) to higher levels of performance.

## Business Sales Consultancy Limited

2004 - Present

**Director** - Established BSCL to deliver specialised flexible sales & marketing support to UK commercial businesses, including one-to one sales coaching, sales system development plus resource & ratio management. Build specific systems and solutions to B2B and B2C clients' exact requirements ensuring minimum downtime and maximum effectiveness.

- Created cutting edge standards in sales execution processes through training interventions, enabling sales professionals to perform the right tasks in the right manner at the right time, and win more business.
- Designed internal sales support systems & procedures to engage & manage new prospects, existing customers & previous lost business into & through the sales cycle.
- Developed programme which shows companies how to determine what opportunities to pursue, what resources (marketing initiatives) to engage, when to apply those resources, and with whom to apply them, in order to win more competitive transactions, using a formula for calculating potential new business revenue from existing clients, lost accounts and active opportunities.
- Innovated new ideas to inception; constant new and inventive stream of sales and marketing initiatives and programs developed to support the sales team. These include Web, Call-Mail-Call Systems, Direct Mail, [Telemarketing](#) & Pre-Benny strategies

## MaryLand Inc. USA

2001 - 2004

Leading suppliers of Capital Equipment & Service Products to the UK Sport & Leisure Markets.

**Sales & Marketing Director** (Scottish Division) responsible for the set-up of the external & internal sales function from inception right through to its current commercial position as a Scottish Market leader. Sales Team included external Business Development Managers and inside sales executives selling to General Managers, Directors, Purchasers & Executive Boards. (B2B - Multi Level). Typical order value up to \$500,000.00 (Lease, Rental & Direct Funding).

- Won and retained 12 key accounts in Scotland
- Sales model also being used for Ireland & Spain
- Exceeded Annual Sales Target by (\$1.743m) by 36% in 2002
- Consistently exceeded sales target year on year.
- Awarded 'MaryLand' Sales Professional of the Year - 2003

## Business Performance International – USA

1998 - 2001

**Lead Business Sales Strategist** engaged to help businesses achieve predictable, sustained revenue and profitability improvements by enabling them to become truly "sales solution-centric" by delivering a systematic, repeatable methodology for driving improved revenue engine performance. Success with small business accounts enabled progression from External Field Sales to a Professional Sales Consultant/Trainer within an 18-month period.

- Sales Process System Performance Assessment & Diagnosis
- Internal Sales Coaching (Telesales, Sales Administration & Internal Account/Customer Management)
- Database Solutions (Administration Training & Management)
- Customized Sales Training for Retail, Consumer & Commercial external [sales representatives](#).

