

Richard Ian Heaver
2371 Ashton Woods Court
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richard_heaver@yahoo.com

OBJECTIVE:

I am seeking a Sales Management or Executive level position with a company in need of a leader with considerable experience and business skills. This position should offer a challenging opportunity to manage and grow a major corporation. Whether the corporation is looking for a business turnaround; business stabilization or new growth; all aspects would be considered.

SKILLS:

I am a goal oriented, manager with unique abilities in risk management and problem solving skills. I possess a good understanding of international trade, currency markets and high value complex sales. I have developed skills to build market share within the boundaries of a company's mission statement and market focus. I am a true proponent of the customer and endeavor to provide a valuable trading experience within the company's business tenets. I possess the skill to develop key strategic alliances and partnered associations with large corporations. I bring a very high level of ethical business practices and professionalism. I am well prepared, skilled and articulate in presenting to large and small groups of employees and customers. I am noted for my skills in employee relationship building; and have become recognized as a quality educator of strategic selling techniques and all aspects of customer service practices.

PAST KEY SALES ACHIEVEMENTS:

- Negotiated a national contract with Ford Motor Company and Chevrolet to supply carpet to all new dealerships. Sales value \$250,000 per annum 1993 for a 5-year term.
- Initiated a \$1 million per annum, national contract with Holiday Inn for carpeting to over 1200 hotels globally. Started in 1996 through to 2009
- Negotiated national contract with Extended Stay America hotel group, worth \$1.3 million per year for 3 years.
- Negotiated and managed an eight year relationship with Eric Johnson Associates, valued at over \$1 million per year for Senior Living properties
- Opened and managed a national account with Choice Hotels valued at \$1.6 million per annum
- Worked with the local sales team to close the American Hotel Register account worth \$900,000 per year
- Jointly built the Aqua Hospitality brand sales from zero to \$28 million in eight years

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EXPERIENCE:

August 2002 – May 2015

AQUA HOSPITALITY CARPETS, ADAIRSVILLE, GA

Vice President of Sales

- Participated in the re-structuring and re-launch of Beaulieu Groups new hospitality brand
- Hired 25 out of the 38 sales representatives that are currently employed by Aqua
- Developed a clear product, marketing and sales direction, achieving multi-million dollar sales volume
- Instigated business alliances with strategic brand partners and large corporate entities which included: Extended Stay Hotels, Hilton Hotels, Hyatt Hotels, Wyndham Worldwide, Choice Hotels, Senior Care Assisted Living, Atria Assisted Living, Red Roof Inns, American Hotel Register,
- Developed sales budgets, achieved sales margin goals and cost containment.
- Fostered working alliances between, sales, marketing, product development, technical services, credit and project planning.
- Attended networking functions, regional and national trade shows
- Presented sales meetings and training seminars
- Instigated new strategic sales techniques, project forecasting strategies and customer relationship training
- Developed and managed a new department for direct telephone sales
- Built a Senior Living program for Aqua that entailed a complete business plan, product and sales research, communication with design team, client surveys and final product presentations

1997 – August 2002

FELTEX CARPETS LIMITED, AUCKLAND, NEW ZEALAND/ATLANTA, GEORGIA

National Sales Manager

- Responsible for nationwide launch of the Axminster and Wilton product line, appointing agents and motivating them to achieve sales goals.
- Built the company's business from zero to \$5 million per annum in less than 3 years. Personal sales in excess of \$2.8 million per annum, with little marketing support or a customer service infrastructure.
- Developed key accounts in the United States, Europe and South America.
- Managed, motivated and trained the Atlanta office personnel both in customer service, technical and administrative skills.
- Trained Sales Agents and Project Managers in product and sales skills.
- Developed operating procedures and role competency profiles.

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- Developed and implemented sales targets, in accordance with company division budget goals, company policies and mission statements.
- Mapped-out the medium term sales direction, product mix and sales budgets through year 2003.
- Developed strategic alliances with major corporations.
- Project development and client relationship building.
- Managed claims and credit oversight.
- Responsible for hiring and firing of staff.
- Conducted product suitability survey.
- Developed product specifications to suit the European, North and South American markets and Cruise Lines.

STRATEGIC PARTNERS INCLUDED:

IHG

Royal Caribbean Cruise Lines

Ritz Carlton Hotel Company

Marriott International

Credit Suisse First Boston Bank

INTERNATIONAL PROJECTS INCLUDED:

Credit Suisse First Boston Bank, London, Moscow, Milan

Radisson Hotel Aruba. Intercontinental Hotel Guyana, Venezuela. Intercontinental Hotel Marikibo, Venezuela. Intercontinental Hotel Buenos Aires, Argentina.

Ritz Carlton Hotel, Berlin, Germany, Santiago, Chile, Crowne Plaza Hotel, Santa Domingo,

Badrutts Palace St. Moritz, Switzerland. Hotel Grande

Bretagne Athens, Greece.

1997

BURNS SECURITY SERVICES Atlanta, Georgia

Sales Executive

Responsible for sales to industry and corporate clients. Found all leads, closed all sales and provide customer follow up and on site performance appraisals.

1983-1997

RICHARD HEAVER & ASSOCIATES, Atlanta Georgia

Independent Sales Agent

Maintained sales of \$3-\$5 million selling to hospitality/architectural/ interior design community.

Lines included: Brintons Carpets, Floorgraphix, Trafford Carpets, Falcon Products, Charter

Furniture, Dimension Carpets, Patrick Carpet Mills

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1980-1983

CUSTOMFLOOR SUPPLIES - Flooring Distributor- UK

Owner

Floor-covering Distributor of Domco Floorcovering and associated products.

1977-1980

GAF INCORPORATED, Floor covering Manufacturer UK

Area Sales Manager and Sales Trainer

Direct sales to retail and wholesale distributors

1973-1977

CARPETS OF WORTH - Carpet Manufacturers UK

Sales Representative

Direct sales to retail, wholesale and mass merchandisers

COMPUTER SKILLS:

- Windows
- Power Point
- Publisher
- Word/Excel
- Outlook
- Goldmine
- Quicken
- Internet Literate

EDUCATION:

Glebelands School, Cranleigh, Surrey, England

CAREER INFLUENCES:

Brian Tracy, Strategic Sales Techniques/Miller-Heiman, New Strategic Selling

Miller-Heiman, Successful Large Account Management/Neil Rackham, Changing the Sales Force

Tom Hopkins- Selling for Dummies Brian Tracy, Advanced Selling Techniques

Jim Pancero, Strategic Awareness, Strategic Account Planning, Psychological and Competitive

Awareness/Tom Hopkins- Selling for Dummies/Learning International, Professional Selling Skills

TEACHING AND TRAINING EXPERIENCE

Author of "Selling in the New Millennium" a sales course taught at Mercer University, Atlanta.

Conducted a 3-day rolling seminar to serve as a review of the North American sales operation for all 350-factory employees in New Zealand.