

# Kristi George

205-412-2031

## EXECUTIVE SUMMARY

Strong sales professional skilled in negotiation, customer service, strategic planning, business development, and account management. Skilled in overseeing a rep force setting monthly and yearly goals and working with each rep to insure they have the tools necessary to attain their goals. Foster positivity and energy throughout the rep force so the best results are achieved.

## PROFESSIONAL EXPERIENCE

### Tropitone Furniture Company

Irvine, CA

#### Sr. Sales Manager

June 2018-Present

- Responsible for \$60M in sales while maintaining margin requirements.
- Assist VP of Commercial Sales with recruiting, training, and managing of sales representatives. Monitor performance, coach, and upgrade where necessary.
- Manage trade show schedule, budgets, set up and tear down, determine product to show, and staffing to maximize effectiveness with a reasonable amount of cost. Measure and track the leads generated by trade show activity. Work with Marketing to insure e-blast, social and print ads are done for each show at the proper times.
- Work with and train sales representatives on new products and programs.
- Analyze month end reports and communicate progress reports to each rep.
- Set and communicate monthly and yearly goals to each rep.
- Targeted focus in territories where sales are lacking in a specific segments of the industry. Determine what steps can be done to increase those segments. Develop and implement a plan to increase sales.
- Spend 75% of time in the field with reps fortifying current and new relationships with accounts.
- Develop and maintain sales presentation keeping it fresh and new. Do 6-10 design presentations per month.
- Work with Marketing Department on implementation of CRM software and insuring the data and leads received are valuable.
- Participate in new product development.

### Tropitone Furniture Company

Irvine, CA

#### Contract Sales Manager

June 2017-June 2018

- Spend 50% of more of time in the field working alongside reps and key accounts building relationships.
- Plan the annual contract sales meeting and insure all materials and presentation are done.
- Maintain a positive and supportive relationship with all other managers in the company.
- Close sales by addressing customer concerns and constantly moving the customer towards commitment.
- Develop Contract Sales Programs.
- Build and maintain design presentation and meeting tracker.
- Strong and independent organizational skills to prioritize and handle multiple task and clients.
- Persuasive negotiator with the ability to clearly communicate interests, goals and positions during sales calls.

### Winston Furniture Company

Haleyville, AL

#### Office Manager

-June 2018

- Managed credit, customer service, quality, and shipping departments.
- Set budgets.
- Schedule warehouse workers accordingly.
- Evaluate and schedule pickup of shipments.
- Work with factory to insure we kept proper inventory levels.
- Responsible for vendor relations and setting up new vendors as needed for sourcing.
- Responsible for customer relations.
- Attended all scheduled trade shows for both the contract and residential divisions.
- Insured all departments were adequately staffed and trained on new products, new procedures, and new policies.
- Helped implement a new ERP system.
- Responsible for knowing and understanding the business operations.
- Responsible for all reporting.
- Worked with freight carriers to negotiate rates.

**Winston Furniture Company****Haleyville, AL****Customer Service Manager**

- Managed customer service department personnel for both the contract and residential divisions.
- Assigned territories to CSR's so that workload was evenly distributed among the team.
- Know all programs for both the contract and residential divisions, train the CSR team members on all policies and procedures and insured they were followed.
- Maintained an open communication with all sales representatives insuring orders sent in were handled properly.
- Evaluated key monthly reporting of data.
- Worked closely with factory personnel as well as all other managers within the company to insure proper training and understanding of products.

**Winston Furniture Company****Haleyville, AL****Credit Manager****June 2003**

- Managed credit department personnel.
- Responsible for receivables in excess of \$15M.
- Responsible for collecting credit information from customers, evaluating references and financials, and make a decision to approve or deny credit. If denied, work with the customer on a plan of action that prevented the loss of the sale.
- Worked with the bank and credit card companies to negotiate fees charged to the company.
- Reviewed and signed contracts as necessary.
- Invoiced shipments, posted cash, closed AR books monthly, and reconciled bank statements.

**EDUCATION**

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| • University of South Alabama, Mobile, AL     | Bachelor Degree: Business Management & Marketing |
| • Bevil State Community College, Hamilton, AL | Associate Degree: Business Administration        |