

NORA SCARPELLI

A & D SALES CONSULTANT

312.933.0028

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PROFESSIONAL SUMMARY

Highly competent and organized sales consultant with a proven record of successfully increasing market share. Provided topnotch product knowledge for the commercial flooring industry. Consulted A&D firms for project specific flooring selections while collaborating with flooring dealers to win specifications.

SKILLSET —

- Sales Leadership
- Consultative Selling
- Product Knowledge
- Customer Oriented
- Client Communication
- Production Presentation
- Prospecting/New Business
- Networking
- Team Collaboration

EXPERIENCE

Jaeckle Distributors

(August 2017 – January 2021)

Architectural Specification Consultant

- Business Development in the specification process w A&D community
- Educated new and existing clients through product representation
- Trained new specification and sales team members in order achieve sales in the Chicagoland market
- Expanded brand awareness representing all brands through consistent communication to architects, designers, flooring dealers and end users not familiar with Jaeckle Distributors
- Worked with territory managers throughout company to inform flooring dealers of specifications
- Product selection included Tarkett Commercial, Florida Tile, Hallmark Flooring, Adore Floors, Arborite Laminates and Okite Italian Quartz

Yonan Carpet One

(December 2015– August 2017)

Flooring Consultant

- Consulted on commercial and residential projects for carpet and hard surfaces floors
- Presented products to clients and advised on best application to fit their needs
- Developed business to expand new and existing customer base
- Represented-Tarkett, Mohawk, Shaw, Fabrica, Masland, Nourison

A W A R D S —

Wholesale Person of the Year

Chicago Floor Covering Association (2009)

A C T I V I T I E S —

IIDA Professional Member

Chicago Floor Covering Association

E D U C A T I O N —

Triton College

Business Major

E.J Welch Company (January 2006 – December 2015) Commercial Consultant

- Obtained new relationships in the A&D and end user community
- Serviced flooring dealers, delivered substantial revenue growth with all accounts
- Initiated flooring standards for multiple various school districts
- Increased territory sales annually, consistently exceeding sales goals averaging 7-9% annually

Lees Commercial Carpets (April 1985 – December 2005) Account Executive

- Successfully managed and serviced major end user accounts-Household International, Zurich Insurance, Focal Communications, Leo Burnett & United Airlines
- Coordinated pricing/budgets for projects in bidding state with flooring dealers
- Provided tailored solutions to A&D community and end users to best fit project and client needs
- Trained coworkers on Lees products to integrate sales to a singular brand
- Coordinated Neocon activities for Lees Chicago showroom in Merchandise Mart
- Managed Chicago showroom-Merchandise Mart prior to promotion of Account Executive position

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