

SALES LEADERSHIP → SALES TRAINING → SALES RESULTS

SALES TRAINING & SALES MANAGEMENT PROFESSIONAL

"Not all horses were born equal. A few were born to win" – Mark Twain

Enterprising, versatile Sales & Marketing Expert with 15+ years of progressive sales leadership experience at major industry players in staffing and recruiting. Accomplished developer of award winning sales forces that consistently exceed aggressive sales objectives within price-driven market environments. Highly skilled in identifying and cultivating top industry talent through effective training methods leading to accelerated revenue growth. Entrepreneurial leader that positively impacts national sales organizations through ability to manage wide scope of sales and operational activities that drive bottom line profits and sales productivity.

SELECTED CAREER HIGHLIGHTS

- ✓ **Recipient of coveted Platinum Recruiter Award** for exemplary leadership, training, and sales accomplishments that drove organizational growth by 18%. – *Home Insurance*
- ✓ **Recruited, trained, and developed #1 Sales Team** throughout U.S. using stellar capabilities in employee coaching and performance tracking. – *Home Insurance*
- ✓ **Attained 21% improvement in key metrics for 28 branches** through facilitation of key training initiatives. – *Corporate Training Inc.*
- ✓ **Stabilized and improved unproductive relationships** with sister companies leading to 34% increase in company business. – *Professional Personnel Services, Inc.*

~ CAREER HISTORY ~

Professional Personnel Services, Inc. † Syracuse, New York † 2010 to Present

DIRECTOR OF BUSINESS DEVELOPMENT

Charged with driving national expansion and product line growth including development of permanent staffing business vertical. Marketed recruitment and training solutions to C-Level clients and actively participated in direct recruitment of candidates. Identified client requirements and consistently surpassed client expectations leading to 37% revenue growth from existing accounts.

- ✓ **Built permanent staffing business channel** from ground up representing 63% of new acquired business from 2011 to present.
- ✓ **Increased number of billed clients by 180%** and average perm recruitment fee by 20% using sound business development methodologies.
- ✓ **Secured 130 new positions** within first 3 weeks of 2012 outperforming peers by 78%.
- ✓ **Identified needs of target market and utilized benefits-based sales approach** to showcase company's competitive advantage; resulted in 2,000 new business relationships from Transportation, Light Manufacturing, Warehousing, and Logistics industries.
- ✓ **Trained and mentored recruiters on proper methods** for candidate selection and screening practices resulting in successful acquisition of top industry talent.

*National
Training
Initiatives*

*Territory
Management*

*New Business
Development*

*Staff
Development*

*Sales
Forecasting*

*Sales
Presentations*

*Market Share
Growth*

*Product
Launches*

*Personnel
Management*

*Relationship
Management*

*Talent
Acquisition*

*Enterprise
Sales
Leadership*

*Channel
Management*

*Needs
Assessment*

*Solutions
Selling*

*Strategic
Planning*

*Sales
Management*

*Sales
Processes*

*Revenue
Growth*

Field Training

*Performance
Management*

CRM

*Consultative
Sales*

*Account
Management*

*Sales Cycle
Management*

*Staff
Development*

*Performance
Management*

Just Do It † Latham, New York † 2008 to 2010

COMMERCIAL SALES MANAGER

Contract position challenged to increase market penetration throughout 3 state territory for leading real estate development company. Conducted heavy prospecting and managed B2B client relationships. Created aggressive business development objectives and oversaw proposal development, contract negotiations, staff training, and RFQs/RFPs.

- ✓ **Achieved record-setting revenue numbers** attaining \$41.8M and 188% of quota.

Corporate Training Inc. † Albany, New York † 2001 to 2008

DIRECTOR OF SALES / OPERATIONS MANAGER

Directed daily sales and business operations for multiple revenue streams totaling \$6.8M. Guided overall development of organization using superior leadership strengths driving growth from regionally to nationally recognized company. Hired and trained high performing sales staff including outside and inside sales force along with key management candidates.

- ✓ **Identified problem areas of multiple branches** and developed customized improvement plans involving sales, management, operations, and customer service.
- ✓ **Increased revenue by 39%** by developing and implementing Affinity/Loyalty Program aimed at leveraging cost savings for key industry partners.
- ✓ **Improved branch operations profitability by 29%** through creation of new operational systems and training materials.

Manpower Staffing † Albany, New York † 2000 to 2001

CORPORATE RECRUITER / ACCOUNT MANAGER

Full-cycle recruiter for all levels of staff including sales, customer service, engineering, and management. Recruited to manage new "flagship" office location. Executed business development functions, direct candidate sourcing, and identified top employment candidates.

- ✓ **Ranked in top 10% of 40+ recruiters** for performance; effectively managed demanding client requirements and gained recognition for 100% client retention.

Home Insurance † Rochester, New York † 1995 to 2000

SALES AND FIELD TRAINING MANAGER

Progressively grew with company gaining 3 promotions within 20 months. Performed recruitment and developed high powered sales staff. Directed marketing activities to expand footprint within Southern Tier of New York and accurately analyzed market data and trends to optimize key performance drivers. Established short/long term strategies aligned with strategic growth.

- ✓ **Ranked in top 10 out of 150+ sales professionals** for 5 consecutive years.
- ✓ **Increased average sales volume by 45%** by identifying and leveraging sales opportunities through innovative prospecting methods.
- ✓ **Improved business participation** 482% in cross marketing customer loyalty program.
- ✓ **Facilitated training in areas of sales**, prospecting, overcoming objections, and product knowledge within group, classroom, and field training environments.
- ✓ **Created annual Customer Appreciation Day** attended by over 75 key clients that drove brand awareness and customer loyalty.

~ EDUCATION & PROFESSIONAL DEVELOPMENT ~

SHERIDAN UNIVERSITY | TORONTO, ONTARIO

Human Resource Management Diploma

Passed Certified Human Resource Professional (CHRP) Exam in 2010

FLEMING COLLEGE | ROCHESTER, NEW YORK

Bachelor of Arts, Business Management

AMERICAN PROFESSIONAL TRAINERS ASSOCIATION

Registered Professional Trainer (RPT)

GEORGE S. MAY INTERNATIONAL

Business Analyst Certificate

FBDC

Business Start-Up, Development, and Marketing Certificate

ACADEMY OF LEARNING AND DEVELOPMENT

Advanced Management Diploma

VARIOUS POST SECONDARY INSTITUTIONS

Completed various training, marketing, and business management courses

~ CLOSING THOUGHTS, HEAR WHAT PEOPLE ARE SAYING ~

"During the time I have been associated with Mr. Ziglar, I have found him to be a very proactive professional with exceptional business, recruiting, and leadership skills."

"He works in overdrive; he exceeds the requirements for his role and has an enthusiastic sales and marketing approach, which has made him successful where others have struggled."

"Zig is a hard-working self-starter who invariably understands exactly what a project is all about from the outset, and how to get it done quickly and effectively."

"During the time I have been associated with Mr. Ziglar I have found him to be a very knowledgeable professional who was able to quickly analyze the situation and provide us with workable solutions that made significant improvements to my organizations morale and profitability"

"Zig is one of those rare individuals who recognizes what is needed and is willing and able to make it happen. Home Insurance realized a tremendous increase in business participation and increased agent sales due to the modifications that Zig performed to an existing marketing program."