

Paul Pettersone

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(705) 743-2821 Peterborough, Ontario

Employment objective: Home Office Based Employment, Insides Sales Representative / Business Development / Customer Service / Product Marketing / Product Program Development / Purchasing / E-commerce Maintenance

Summary

- Professional sales, business development experience
- Excellent negotiating, closing, time management, and organizational skills
- Recruited new customers generating \$18000,000 in new business
- Have been recognized for meeting and exceeding sales objectives
- Has extensive knowledge in building and industrial products
- Worked with vendors to create custom programs for national retail building centre groups and industrial customers

Professional Experience

Manufacturer Sales Representative – Eastern Ontario (Contract Position)
Kingdon Truss, Division of Kingdon TIM-BR MART, July 2014 – July 2015

- Increased business significantly (\$600,000 - \$1000.000) with new, previously Inactive, and existing accounts
- Maximum truss manufacturing capabilities were met in one year
- Recruited nine new customers by obtaining residential roof truss and engineered floor quotations
- Reactivated thirty previously inactive accounts (TIM-BR MART, Home Hardware, Castle Building Centres, Rona, BMR Stores, and builders) who quoted / purchased roof trusses on a regular basis
- Presented seasonal booking programs which increased sales

Manufacturer Sales Representative (Paint Applicators) – Ontario
T.S. Simms & Co. Limited, Saint John, New Brunswick, Oct 2009 - Jan 2013

- Introduced new products and negotiated pricing at national retail and industrial head offices including TSC Stores, WAL-MART, AkzoNobel, TIM-BR MARTS Ltd, Castle Building Centres, Nobel Trade, WFS Supply (Windsor Factory Supply), Bolts Plus, CCS Industrial etc.
- Maintained and developed new business through various customer groups which included corporate head offices, buying groups, independent paint stores, building centres, and industrial accounts utilizing new product listings, flyer programs and special promotions
- Recruited new customers on an ongoing basis to increase sales volumes 11%

- Was recognized for selling large volumes of promotional products, one order (43,000 brushes)
- Provided quotes to industrial distributors for special projects and flyers
- Sold and installed new product display programs at retail stores

Dealer Development Manager - Eastern Ontario

TIM-BR MARTS Ltd, Calgary, Alberta, Dec 2006 - Mar 2008

- Ensured dealer participation in regard to all aspects of the TIM-BR MART marketing program which included: Air Miles, flyer program, home plans, timbrnet, gift cards and credit cards to name a few
- Increased the sale of hardware and building material programs to dealers to optimize sales and profits
- Sold, coordinated and assisted with store renovations and merchandising projects using current and creative merchandising techniques
- Recruited new building centre dealers to the TIM-BR MART banner to ensure growth and prosperity of the company

Business Development Manager - Ontario (Contract Position)

BMR Building Centres, Longueuil, Quebec, Nov 2005 - Aug 2006

- Was responsible for recruiting new customers generating \$18M in new business
- Responsible for the introduction and development of the BMR banner program to building centres in Ontario by effectively presenting the features and benefits of the BMR program

Dealer Services Representative – Eastern / Northern Ontario

Homecare Building Centres, Mississauga, Ontario, Oct 1997 - Oct 2005

- Sold 40 ACE Hardware franchises to existing TIM-BR MART dealers which strengthened their hardware purchases and image at store level
- Was responsible for selling Homecare Building Centre dealers between \$10M - \$20M of hardlines products
- Created and sold new hardware and building material programs to dealers while working closely with approved vendors such as Leviton Electrical, Cooper Wiring, Moen, STANLEY, Onward Hardware, Weiser Lock, Simpson Strong Tie, Lepage, PPG Paints etc. and approved building materials vendors
- Sold, coordinated and assisted with store renovations and merchandising projects using current and creative merchandising techniques

Education & Professional Upgrading

- Sir Sandford Fleming College Peterborough, Ontario
Entrepreneur Training
- OSSD Peterborough, Ontario