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NATIONAL ACCOUNT MANAGER / SALES MANAGER

Devises strategic and executes competitive sales plans to deliver exceptional revenue in retail, commercial and distribution environments

Persuasive, conscientious and intuitive sales professional who acts as the champion for the customer and delivers consultative-based solutions. Motivated sales ambassador, stimulates enthusiasm for the product, leverages a depth of technical expertise to deliver a features and benefits proposal. Fortright and direct communicator and illuminating presenter, gains a competitive advantage during negotiations. Manages territories effectively to maximize productivity and drive revenue to the bottom line.

Core business competencies include:

- B2B Sales / Retail Sales	- Account Management	- Channel Management
- Distribution Management	- Territory Management	- Contract Negotiations
- Profit Margins / Pricing	- Budget / P&L	- Marketing
- Product Development	- Sales Force Development	- Sourcing / Forecasting
- Business Development	- Product Launch	- Marketing Collateral
- Promotions / Copy Writing	- Merchandising	- Superior Computer Skills

PROFESSIONAL EXPERIENCE

Robert Bosch Inc., (Power Tools) Mississauga, Ontario

2013 - 2017

A business unit of the Bosch Group which manufactures and markets automotive original equipment and aftermarket solutions, industrial drives and control technology, power tools, security and communication systems, packaging technology, thermo technology, household appliances, solar energy, healthcare telemedicine and software solutions.

NATIONAL KEY ACCOUNT MANAGER

- A major and consistent contributor to the company's growth within the retail hardware & building materials channel. Achieving maximum sales bonus year after year.
- Lead Account Mgr. in developing, guiding, supporting & motivating a national sales agency in support of assigned accounts
- Grew key account by 109% in only the 1st year of assignment, an increase of over \$236,000.
- Grew secondary account assignments by 279% and was runner up for Key Account Manager of the Year Award
- Grew key account by 113%, an increase of over \$400,000 in 2nd year.
- Achieved 100% of plan in 2016 and grew overall account assignment by 4.9%

Maxell Canada, Bolton, Ontario

2012 - 2013

A technology and brand leader in premium data storage media and consumer electronic products since 1960. A wholly owned subsidiary of Hitachi, Ltd., headquartered in Tokyo, Japan.

SALES MANAGER - KEY ACCOUNTS

- Within a challenging market and with declining product lines, managed, over saw, serviced and developed relationships with assigned key mass merchandisers and distributor accounts.
- Established new listing at Target Canada, as well as multiple new listings with Wal-Mart Canada.ca

- Grew key distributor account by 113.8% within first year of assignment, an increase of over \$280,000
- Establish new acquisition accounts and new sales channels of distribution.
- Ensured profitability and consistent pricing policies on an account by account basis.
- Provided market trend information, presentations on new products and analysis of sales trends.
- Managed and over saw sales forecasting of assigned accounts with communication to inventory procurement and purchasing.

SVP Worldwide, Scarborough, Ontario

2011- 2012

A global leader in the design, manufacture, and distribution of consumer sewing machines and accessories, under the brands Singer, Husqvarna Viking and Pfaff

REGIONAL SALES MANAGER

- Managed, serviced and grew a dealer network of sewing specialty retailers across Ontario and Manitoba.
- Grew assigned brand sales by 30% and overall sales volume over previous year by 14.6%, while only being in the assignment 6 months
- Build productive relationships with accounts, which met or exceeded sales objectives and service. Solicited new dealer accounts

Ansmann USA Corporation, Brampton, Ontario

2010

A subsidiary of ANSMANN AG of Germany, a leader across Europe in the development and production of cutting-edge consumer batteries, charging and power supply technology.

SALES MANAGER - Consumer Products

- Established the North American footprint acquiring an initial significant interest from a targeted client base across North America.
- Prepared product sales forecasts, assigned market segments and tabulated pricing schedules to maximize profit and advance brand awareness.

Heidorn/Edma Marketing Ltd., Markham, Ontario

2001 - 2009

National distributors of consumer accessories to the retail electronics, photo and digital imaging market.

NATIONAL SALES & MARKETING MANAGER

- Instrumental leader in devising and delivering a swift and fundamental change in corporate sales and management. Evaluated the market, company strengths and products and rebuilt the company's product line, sourcing and securing emerging photo and digital imaging products from China, Japan and Germany.
- Stabilized declining sales, igniting revenue from a negative to deliver a positive 15% growth, eliminating underperforming and outdated SKU's while boosting products from approx. 30 to well over 3000.
- Recruited, trained and coached Sales Agents in each province with a mandate to regenerate interest in the floundering company resulting in unparalleled sales growth from \$500,000 to a peak of \$1.8 million.
- Rebuilt inconsistent relationships with Henry's Camera, Foto-Source, Cantrex, Vistek, Black's Photo, Japan Camera Centres and other leading retail chains and independents.

General Electric Lighting Canada, Oakville, Ontario

1999 - 2001

Business unit of General Electric selling lighting solutions to residential, commercial and automotive markets.

REGIONAL ACCOUNT MANAGER

- Recruited to maximize sales in commercial/industrial distribution accounts with brands including Acklands-Grainger, Westburne Electric, Guilliven Electric, Graybar Electric and building material retail accounts including Home Hardware and Ace Hardware.

- Consistently ranked in top 5 out of 14 Account Managers in the eastern Canada region. Acknowledged by management as a top sales producer, displaying perseverance, determination and able to achieve sales results many times with no support from pricing and product management.
- Solidified customer service, reengaging interactive communications with key buying influencers acting as the conduit between distribution management and sales personnel.
- Facilitated product training seminars; active and excited participant in new product launches and promotions.
- Devised and deployed competitive and compelling sales strategies to catapult measurables in sales volume, dollars and profit margin in a mature and saturated market with slim margins:
 - Elevated account base by 8.6% over previous year generating an additional \$250,000 in 1999.
 - Boosted sales volume at Home Hardware by 26.6% attaining \$150,000+ in additional revenue.
 - Catapulted sales at 2 independent distributors by 14.6% and 19.4% elevating revenue by a further \$160,000.
 - Increased sales at Acklands-Grainger by 114% of plan.
 - Propelled sales in commercial/industrial accounts by 13.5% uplifting revenue by \$400,000.
 - Through consultative selling convinced Ace Hardware to procure an additional 20 SKU's, doubling sales to 118% of plan.

ITW Construction Products, Scarborough, Ontario

1996 - 1999

Leading manufacturer of construction products with the Ramset, Red Head, Buildex and Paslode brands, part of the Illinois Tool Works Company.

NATIONAL ACCOUNTS MANAGER

- Selected with a demanding mandate to penetrate the Canadian hardware/building materials distribution and retail markets capturing National Manufacturing, Weber Supply, Home Depot, Home Hardware, Ace Hardware, Rona, Revy Home & Garden, Reno-Depot and The Sodisco-Howden Group.
- Played a key leadership role working with cross-functional teams on market research, identifying new product opportunities, packaging changes, POP materials, merchandising aids, co-op programs, promotions and French language marketing collateral.
- Influential leader in delivering increases fluctuating between 103% - 134% of quota and 109% - 122% of bonus budget, escalating sales by \$400,000 per annum.
 - Hoisted account base in 1997 by 11% over previous year attaining 103% of plan, ahead of bonus budget by 109%.
 - Sourced and secured Revy Home & Garden and Ace Hardware as new accounts, advancing sales a further \$300,000.
 - Secured 2 new distributor accounts, elevating sales a further \$100,000.
 - Vaulted account base in 1998 by 69% delivering 134% on assigned plan, raising bonus budget by 122+%.

Armstrong World Industries Canada Ltd., Mississauga, Ontario

1986 - 1996

Leading manufacturer of flooring, building materials and other consumer goods products.

ACCOUNT MANAGER - Corporate Retail Accounts

EXECUTIVE MARKETING REPRESENTATIVE

SENIOR MARKETING REPRESENTATIVE

MARKETING REPRESENTATIVE

- Key contributor as the company created a sales and marketing strategy to meet the emerging "big box" store revolution, working with Aikenheads (now Home Depot) personnel to develop and launch new products.
- Engaged Beaver Lumber, Lansing Build-All and Home Hardware in identifying and addressing new market trends and customer specific needs, resulting in new sales of \$1.5 million.

- Conceived and deployed channel sales strategies to boost revenue from \$600,000 to \$3.4 million in less than 6 years.
- Achieved product listings with Cashway and Lansing Build-All to satisfy high end market demands, advancing revenue a further \$1.7 million.
- Uncovered and trained new distributors in the Maritimes and western Canada as existing distributors suddenly folded while maintaining market share and sales volume.
- Consistently generated the highest sales of high end products in a traditional commodity-based sector catapulting sale by 122% over budget in year 1 and 200% over budget in the western Canada market. Increased sales in primary market by 150% in year 2.
- Launched new products to fill a void created when 2 competitors withdrew securing distributor support to gain a notable footprint in the emerging market. Achieved Top 10 Seller rating for the 2 items contributing to 9% of total territory sales volume.

E D U C A T I O N

Universitat Mannheim, Germany
 Key Account Management Academy

- Under the Institute for Market-Oriented Management and Bosch Power Tools
- **Certified and Accredited National Key Account Manager 2014**

CPSA Sales Institute

- **Certified Sales Professional 2015**

Humber College, Toronto, Ontario
Business Administration (Major - Sales & Marketing)

Strong proponent of continuous education including the following courses:

- How To Make Powerful Presentations	- Professional Selling Skills (Xerox)
- Powerful Writing Skills	- Social Styles Course (Wilson)
- Strategic Selling	- How To Make Territory Management Work
- How To Motivate Yourself & Keep Selling	- How To Be A Confident Presenter