

COLE DAWSON

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CAREER PROFILE

A result oriented sales professional with experience in sales, management, marketing, manufacturing and operations. A strategic thinker with a proven track record of exceeding sales targets through identifying new business/growth opportunities and building, communicating and executing strategies to exceed revenue targets. Expert in building top-producing business partnerships with key accounts through a consultative sales approach and excellence in execution.

CAREER EXPERIENCE

Greggs Distributors Ltd.

Territory Sales Representative

June 2018 to Present

- Call on assigned accounts.
- Deliver Assigned Revenue/Sales Plan/Annual Goal
- Increase distribution on Greggs products by delivering or exceeding assigned sales plan for assigned Account(s).
- Resolve customer complaints regarding sales and service
- Review operational records and reports to project sales and determine profitability
- Monitor customer preferences to determine focus of sales efforts
- Direct and coordinate activities involving sales of manufactured products and services
- Build and maintain new and existing relationships with Account merchants and supporting staff
- Forecast monthly sales promotional activity for assigned Accounts

Philip Morris International, IQOS Division

2017 - 2018, Business Development Representative

- Growing Market Share, Volume and Profit through social media contacts
- Advancing RBH's retail strategy via appropriate availability, product freshness and enhanced customer focus
- Communicating to customers via face-to-face and through digital means
- Accomplishing administrative duties and reporting in accordance with all company policies and procedures
- Develop and manage IQOS within client base while looking for additional opportunities outside of traditional means

MiTek Builder Products A BERKSHIRE HATHAWAY Company

2015 – 2017 Western District Sales Manager

- Established strong relationships with current and prospective customers across a large territory (Castles, Timbermart, Spancan accounts and retailers such as Rona Building Centers, Home Hardware and Lowes Building Centers for Western Canada)
- Developed business within territory by switching customers to USP
- Participated in redesigning the planogram for Lowe's Canada
- Organization of product and in store fixtures to reflect set planograms
- Complete in store resets of displays
- Assist in managing customer inventory levels by down stocking product, verifying on hand inventory and recommending products to augment current sales
- Deliver product knowledge sessions to educate in store staff on different product lines and any new product offerings
- Represented products in trade shows, contractor shows and expos

Stanley Black & Decker

2011 – 2014, Area Account Manager (Price Pfister & Weiser)

- Increased Weiser/Pfister business in Alberta 30% in 4 years by increasing shelf space and inventory purchases
- Built relationships with store managers to earn extra space
- Averaged \$90,000 in sales per month for Calgary Rona stores
- Reduced product returns by 28% by repairing and returning to shelf
- Transformed a low producing territory into one of the top territories in Canada by having second and third product placement in stores (roll carts and end caps)
- Maintained bi-weekly visits to all Rona and Totem locations within territory
- Handled all RTV's from stores
- Educated store staff about Weiser and Price Pfister products
- Attended meetings with category managers at Totem locations
- Ensured product lines were properly represented on shelves
- Managed resets within Rona and Totem stores
- Introduced and installed Price Pfister products in all Alberta Totem stores

CanWel Broadleaf

2011, Account Manager/Outside Sales

- Monitor and manage the quality and consistency of product and delivery service to accounts (Lowe's, Totem, etc.)
- Conduct joint sales calls with vendors to increase visibility of defined products at the dealer network
- Follow up on new leads and referrals resulting from field activity
- Identify and develop specific targets by product and market to achieve the specified sales and margin objective

Stanley Black & Decker

2010 – 2011, District Sales Representative (Price Pfister & Weiser)

- Manage inventory levels within all Calgary Home Depot, Lowe's and Rona stores
- Execute monthly work plans for all assigned stores
- Managing and selling over \$180,000 of product a month for my territory
- Prepare expense statements and vehicle maintenance logs
- Continually build valuable relationships with store managers and associates
- Grew the territory by 8% in one year
- Attend product knowledge sessions with team
- Manage workflow schedule to maintain bi-weekly in-store representation
- Handle all "return to vendor" products
- Prepare and install product displays for new products and store openings

G2 Marketing

2008 – 2010, Territory Manager/Sales Representative

- Launched Bagster into Home Depot stores with 100% success rate and direct store sales
- Averaged \$3000 orders every 2 weeks for 12 Home Depot stores
- Retail signage installation and maintained
- Build relationships with key retail and customer stakeholders
- In-store event set-up, execution and recap
- Daily reporting of store visits and events via online system
- Liaison with local client contacts

RECOGNITION AND AWARDS

- Vendor of the Month for Rona
- Sales Representative of the Year Canada wide for Feet on the Street
- Recipient of an Alaskan cruise from Danone for highest sales performance
- Won a Virgin Airlines travel certificate for highest sales of Virgin beverages during launch
- Cruise winner from the company's *Annual Audit of Store Presentation*

EDUCATION

Alberta High School Diploma

HOBBIES/INTERESTS

Hockey, golf, landscaping, woodworking, DIY projects, camping, travel, cooking

REFERENCES

Available upon request