**Paul Pettersone**

ppettersone@cogeco.ca (705) 743-2821 Peterborough, Ontario

**Employment Target: Virtual Contractor Sales Teacher, Mentor**

**Objective:**

* Teach your existing or new Contractor Sales people how to create an effective interactive weekly report that keeps the sales person focused
* Increase sales to existing contractor customers with new product categories
* Prospect for new customers in the contractor market place
* Reactivate inactive accounts
* Create target list for quotation
* Explore other industries, manufacturing, Industrial and Commercial
* Closing the sale while realizing Positive Sales Growth

**Summary:**

* Successful professional Sales, Business Development Manager
* Grew Peterborough business $600,000-1,000,000 in one year
* Has been recognized numerous times for exceeding corporate objectives
* Has a disciplined work ethic who is results oriented
* Successfully managed over 120 Regional and National accounts

**Professional Experience:**

**Manufacturer Sales Representative - Eastern Ontario (Contract Position)**

Kingdon Truss, Division of Kingdon TIM-BR MART, July 2014 - July 2015

* Increased business ($600,000 - $1,000,000) with new, previously

Inactive, and existing accounts

* Maximum truss manufacturing capabilities were exceeded in one year
* Recruited 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 and purchased roof trusses on a regular basis

**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, 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

**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
* 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
* Liaised between stores and head office to ensure that concerns pertaining to purchasing, marketing, accounting and merchandising were dealt with in an efficient manner

**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

* Was recognized for managing store operations when store affiliation was terminated which saved company from extensive financial losses
* Created and sold new hardware and building material programs to dealers while working closely with approved vendors, STANLEY, Onward, Cooper Wiring, PPG Paints etc.
* Sold 40 ACE Hardware Canada franchises which co-branded the building centres and strengthened hardlines sales
* Sold, coordinated and assisted with store renovations and merchandising projects using current and creative merchandising techniques
* Purchased all hardware and Lumber and Building Material products and displays for store renovations