

# BENJAMIN L. KRAMER

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## SALES MANAGEMENT / MANUFACTURER'S REPRESENTATIVE

New Business Development | Advancing Client Relationships | Goal Achievement  
Effective Vendor Relations | Bid Development and Contract Negotiations | Distribution

15+ Years of Business to Business Sales Experience with Strong Knowledge  
in Residential and Commercial Construction Industry Products

**Top Sales and Business Management Professional with a career highlighted by outstanding achievement in Sales and Leading Business Operations.** Experienced in improving profitability, exceeding customers' expectations, and incorporating strategies that drive profitable growth.

### QUALIFICATION SUMMARY

- ▶ **Successfully presented and closed sales**, developing new accounts, ensured repeat business, and made an indelible impact on diverse decision makers.
- ▶ **Proficiency in developing consultative business partnerships**, assessing needs, learning marketing objectives, and devising creative strategies that deliver desired benefits.
- ▶ **Skilled in mentoring and training employees, sharing knowledge** and resources and driving client satisfaction, growth and retention.
- ▶ **Strong communication skills** with ability to negotiate contracts and resolve conflicts between vendors, distributors, and end users.

### COMPETENCIES

- Sales Leadership and Growing New Business Opportunities
- Consultative Solution Selling
- Excellent People Skills
- Training and Developing Talent
- Presentations / Closing Skills
- Bid Development / Negotiations
- Analytical Problem Solver
- Distribution / Logistics
- New Product Introduction
- Computer Skills: Word, Excel, Outlook

### PROFESSIONAL EXPERIENCE

**CANDLE PLUMBING**, Phoenix, AZ

**April 2020 to Present**

#### Outside Sales Representative

- ▶ **Increased sales by determining customer requirements and expectations and recommending specific solutions.**
  - Expanded sales efforts by identifying and soliciting distribution in major markets growing customer base and distribution channels.

**MARKETING PRO'S INC.**, Phoenix, AZ

**October 2019 to April 2020**

#### Inside Sales Manager / Outside Salesman

- ▶ **Drove revenue growth and leadership in strategic sales of manufacturers plumbing products involving commercial and residential water heaters.**
  - Presented product knowledge and hosted in-house product training sessions at shops and in the field for affiliate companies for all plumbing product lines.
  - Assisted with commercial take off and design work and filled needs for specification, product selection, pricing, design and installation recommendations.

**ALAN'S PLUMBING LLC**, Phoenix, AZ

**September 2018 to October 2019**

*Residential Plumbing Services Company*

#### Plumber, Independent, Full Residential Service

- ▶ **Estimated and negotiated pricing for residential home projects and kept in mind the budget, material, labor, and safety considerations.**
  - Installed, maintained and repaired multiple plumbing, heating, HVAC systems and components.
  - Organized daily work schedule, coordinated projects, maintained inventory, and provided great customer relations and service.