Daniel Mercer

Sales Manager

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Summary

Sales manager with six years in business-to-business workplace supplies, including three years leading a five-person team. Builds practical account plans, reviews pipeline quality and coaches representatives on discovery, proposals and consistent follow-up.

Experience

Feb 2023 - Present

Sales Manager, Example Cedarfield Workplace Supplies

Birmingham

- Lead five account executives serving regional business customers, with weekly coaching and monthly territory reviews.
- Team delivered GBP 1.8 million in annual invoiced sales against a GBP 1.7 million target in 2025; tracked returns separately in the monthly review.
- Introduced a proposal review checklist that reduced quotations returned for missing information from 18 to 7 per month over one quarter.
- Partner with operations on delivery capacity before agreeing timelines for larger customer orders.

Apr 2020 - Jan 2023

Account Executive, Example Cedarfield Workplace Supplies

Birmingham

- Managed 38 active business accounts, preparing renewal proposals and documenting customer requirements in the CRM.
- Won 11 new recurring-order accounts during 2022 through referrals, discovery calls and structured follow-up.
- Created a handover note for each confirmed order so operations received the product mix, delivery contact and agreed schedule.

Education

BA Business Management 2016 - 2019

Example Cedarfield College

Skills

Sales leadership: Pipeline reviews, Account planning, Coaching, Territory allocation

Commercial work: Discovery calls, Proposal review, Renewal planning, Forecast assumptions

Systems: CRM reporting, Excel, Sales presentations

Fictional sample from ResumeGuru. Names, employers and achievements are illustrative.
www.resumeguru.ai/resume-samples/sales-manager-resume-sample