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| **JOHN BARNES** |  |
| **REGIONAL DIRECTOR / VICE PRESIDENT - SALES** |  |
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**Business Development | Marketing & Growth Strategies | Market Expansion | Account Management | Best Practices | Business Strategy |Key Account Management | Sales Administration** **|Sales Management | Wholesale | B2B |New Market Penetration | Company & Product Positioning | Profit Improvement | C-Level Decision Support**

A multitalented sales, business development, sales management executive with a proven record both leading teams and serving as an individual producer. Generated steeply rising revenue, market share and profits. Excels at…

* **Planning & executing aggressive revenue & market growth strategies**
* **Generating client growth by executing strategic target marketing**
* **Forging high-trust, win-win relationships with customers**
* **Improving client retention and expanding account growth**
* **Sourcing, negotiating & closing high-margin contracts & sales**

Education: Northeastern A&M College, 1985 – 1987. Field of study: Business Administration

**Work History**

**Regional Sales Manager**

Kumho Tire USA

October 2014 – November 2017

Charged with growing business and brand awareness within a four-state region. Closely monitored territory performance, analyzed past data, industry trends and economic indicators, addressing gaps in past performance. Developed strategies, continued fostering client relationships and increased sales. Additionally, maintained relationships with existing customers.

* **Grew sales dollars $2M surpassing sales target.** With only 2% of market share in current territory, Kumho Tire revenue needed to increase. Scheduled meetings with ATD and Kauffman Tire decision makers, developing invaluable partnerships. Gained trust, collaborated with sales teams and promoted the brands. Exceeded corporate goal, increased sales almost 18% annually.
* **Innovative rebate promotion saw 50% in three months**. Established a rebate promotion that benefited the customer in addition to the organization. Utilized credits for volume purchases, passed savings down the line. Promotion offered individual incentives to sales personnel, which initiated large influx. Concept was a success and huge growth was realized in a short time.
* **Opened the door for future business deals**. Hesselbein Tire Southwest had multiple locations and needed a new vendor. After three previous years of denials, persistence continued. Finally, the decision makers agreed to a phone call. Hesselbein was impressed with service offered in addition to transparency. As one of the two final vendor candidates, door was opened for future business opportunities.
* **YOY sales increased 18% in saturated market.** Infiltrated market in major Southern cities. Successfully found 7 new accounts in 6 months, greatly increasing sales.

**Distribution Manager / Vice President, Sales**

Burggraf Tire Company

July 1998 – October 2014

Drove team of 65 to exceed sales targets and objectives. Fostered relationships and became primary contact with vendor representatives, negotiating all vendor deals. Maintained watchful eye on current industry trends and trained staff accordingly. Held monthly sales training with retail staff as well as outside sales.

* **Creation of loyalty program increased sales 25%**. In an effort to stay competitive and boost market share, developed initiative to generate loyalty among brands. Pricing and profits were maintained, current customer retention was successful and annual sales were greatly increased. Bonus credit given from TBC, which further padded the bottom line.
* **Successfully led sales team to $28M sales year**. Commanded a 24 member sales team, setting 6% growth target. Led 5-state region to exceed goals, successfully achieving **8%** year-over-year.
* **Vendor loyalty program increased sales.** Charged with leading sales team to increase product sales through vendor provided loyalty program. Analyzed market strategies, held weekly sales meetings, adopted best practices. Achieved a 12% annual increase.

**Keywords**

Branding / Sales Engagement Planning / New Account Acquisitions / Customer Acquisition Sales Management / Wholesale /Increasing Brand Awareness **/** Growth Strategies / Business Development / Sales Management / P&L / Market Development / Key Accounts / Training / Consultative Sales / Solution Selling / B2B / Branding / Customer Relations / Channel Development / Wholesale / Multisite Operations / CRM / Planning / Forecasting / Reporting & Analytics / Team Building / Staff Development / Account Management / B2B / Budgets / Business Strategy / Best Practices / Dealer / Business Development/ Branding/ Business Client Relations/ C-Level Decision Support / C Level Relationship Management/ Communications/ Contracts/ Customer Service & Support/ Cross Functional Team Building/ Cost Reduction/ Data Analysis / Distribution Centers / Distribution Channels / E-Commerce/ Ethics & Integrity / Financial Reporting & Analysis / Financial Planning/ Forecasting & Modeling/ Organizational Communication / Growth Strategies / Infrastructure / Inventory Management & Controls/ Key Account Management/ KPIs / Leadership/ Leadership Development / Learning Strategy / Logistics / Marketing Campaigns / Merchandising/ Motivation/ Problem Resolution/ Multi-Site/ Negotiations/ Needs Analysis/ Organizational & Workforce Development / Planning / Outreach / P&L / Performance Improvement/ Personnel Testing / Pricing / Process Improvement / Promotions / Recruiting & Training/ Product Development / Product Launches/ Presentations/ Team Building / Profit Improvement / Sales / Retail Operations / Scheduling / Social Media / Training/ Staffing / Talent Management / Team Leadership / Territory Management / Training and Development / Web Based Training / Vendor & Client Relations / Warehousing / Wholesale / Outside Sales Experience