

DANIEL PRICE

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PROFESSIONAL PROFILE

Results driven senior sales manager with 10 years of successful sales experience. Consistently developing new business and expanding established accounts through a creative, customer-driven and solutions-focused strategy. Track record of aggressively seeking/capturing the business and delivering service from inception to product installation, while delivering strong revenue growth. **MBA Degree**. Areas of strength include:

- Major Account Management
 - High Impact Presentations
 - Strategic Sales Planning
 - Sales Team Training
 - Sales Process Management
 - Revenue Growth Generation
 - Customer Needs Assessment
 - New Market Development
 - Vendor Negotiations
 - P&L Responsibility
 - Distributor Networks
 - Creative/Strategic Selling
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PROFESSIONAL EXPERIENCE

Western Electric, Inc., Costa, Mesa, CA
Regional Sales Manager, Southwest

1998-present

Regional Sales Manager providing expertise in new market development, key account relationship management, new product/technology introduction, strategic sales, competitive negotiations and revenue growth. Challenged to rebuild a territory of \$200K in existing business into a \$2M territory. Launched new business development plan, with P&L management, in Southern California achieving 280% sales growth.

- Built sales channels throughout the South, leading contract negotiations and integrating talents, resources, and distributors.
- Spearheaded the entire sales cycle management process from initial consultation through design, budget, bidding, sales closing and installation. Closings are 100%.
- Led fiber optic infrastructure projects in a ground-up territory collaborating with, supervising and training VAR's, contractors and end-users.
- Managed and motivated VAR network and wholesale channel, while developing relationships with key sales people to identify and capitalize upon sales opportunities.
- Challenged to increase product awareness and interest, developed consultative sales strategy to identify potential vertical markets. Results are approximately 25 new end-users.
- Expanded sales territory outside of Orange County by identifying selected distributorships, sharpening product presentations and building sales presence.
- Successfully targeted large corporations, broadcast, colleges and universities, and governmental agencies through GSA and military contractors.

Major new accounts:

- ▶ Trigere Global, Costa Mesa, CA
- ▶ Satellite Media Corp., Costa Mesa, CA
- ▶ Transnational Engineering, Newport, CA
- ▶ Allied Medical, Fullerton, CA
- ▶ Southern Electric, Newport, CA

Serrano International, Inc, Orange, CA

1995-1998

Senior Sales Manager

Specification and project representative for all datacom and electrical products in the \$30M Southwest Region. Focused on key account relationship management, specification writing and account closing with key datacom and electrical consulting engineering firms, end-users, installers/contractors, and distributors.

- Executed a strategic marketing concept to merge the marketing of select electrical products with certain premise datacom equipment in the Southwest territory. Increased distributorship by 200%.
- Expanded sales penetration by developing distribution targets and coordinating joint end-user and installer sales effort. Increased territory sales by \$150K.
- Increased market positioning by launching new business development campaign targeting high visibility Southwestern institutions and corporations to create demand and brand preference.
- Created an intensive sales training program covering all technical aspects of electrical product lines for sales team and their customers.
- Developed and led highly complex product presentations and application-oriented seminars for consultants. Met with 90% of all electrical consultants in Southern California and substantially increased product awareness.

Major Accomplishments:

- ▶ Specified over \$5M at ETT Corporation, Fullerton, CA
- ▶ Tripled the number of distributor partners in the Southwest.
- ▶ Earned the highest single quarterly commission ever paid in Southern California

Daitech, Inc. Orange, CA

1990-1995

Sales Representative

High-profile sales, new business development and account management position expanding presence in the Southern area. Recruited to turn around a territory plagued by inconsistent sales efforts. Stabilized market positioning by realigning customer's conception of our organization and the manufacturers we represent. Ranked #1 in sales dollars.

- Built and managed the key Southern territory by selling shelf, commodity, and specification products to key distributors, contractors, and end-users.
- Launched new business development initiatives by emphasizing outstanding sales training, team efforts, marketing and promotions.
- Prepared/presented and defended annual strategic sales plan to senior management. Held concurrent responsibility for sales and new business development.

Major accomplishments:

- ▶ Increased 1994 sales 20% to over \$10M
- ▶ Increased sales 15% for 1993 to \$7.8M. Promoted to the Southwestern territory.
- ▶ Grew sales from \$3.5M to over \$6M in 1992. Promoted to Southern area..
- ▶ Named Rep of the Year by Daitech (Nationally) in 1992. Named Vendor of the Year by Tri-State Electric in 1993.

EDUCATION**Master of Business Administration**

Graduated 1989

University of Redlands Graduate School, Redlands, CA**Bachelor of Science, Business Administration**

Graduated 1987

California State University, Fullerton, CA**Minor in Economics, Dual concentration in Finance and Operations**