

# CRYSTAL HOBBS

55 Kennedy BLVD.  
Alliston, Ontario L9R0L7  
Cell Phone: (905) 409 6369  
E-mail: Crystalhobbs56@gmail.com

## EXPERIENCE

### TERRITORY MANAGER GTA NORTH EAST PETCUREAN PET NUTRITION

(JANUARY 2015-PRESENT)

- Represent GO! NOW FRESH, & SUMMIT consumer brands of pet foods across North Eastern Ontario
- Continues to increase efficiency of sales calls and planning while applying the consultative selling process
- Maintains mutually beneficial relationships that efficiently and effectively deliver the growth objectives of the brand through both recommendation and direct sales
- Increases endorsement and recommendations through relationship building and education
- Manages business development budgets to meet monthly and quarterly targets
- Implements promotional sales including new product launches and staff incentives while monitoring return on investment through sales increase
- Educates target customers and recommenders via events, seminars, and face to face selling of our brand
- Resolve customer issues and offer continuous support to our retail partners, while expanding market share
- Utilizing strong communication skills during presentations to clients and end users
- Execute 5-6 calls per day with a 6 week call cycle to over 200 accounts
- Build displays to make sure our product is top of mind for stores and customers
- Ensure all stores are taking part in our deals to ensure they are ordering the maximum amount of product
- Prospect new customers to carry our product and conduct a presentation and buy in for new customers
- Complete quarterly objectives including displays, sell ins, staff training, store demonstration days
- Work trade shows within the industry to increase product awareness, sell into clients and increase relationships
- Continues to meet and exceed quarterly and yearly targets set by management

### TERRITORY MANAGER GTA NORTH EAST CONAGRA FOODS

(APRIL 2014-DECEMBER 2014)

- Manage my territory as if it was my own business, work independently to manage the territory
- Develop strong relationships with Store Managers and staff to gather feedback on execution gaps and action as needed
- Execute 5-6 in-person calls per day according to call cycle schedule
- Ensuring all banner listed products are on shelf
- Ensuring new products have distribution on shelf in compliance with corporate product launch dates in eight weeks of start ship
- Ensuring our product gets floor space ahead of time
- Managing administration around in-store activity, keeping track of receipts & invoices
- Pre-selling all merchandising activities in an effort to maximize consumer exposure through display
- Conducting audit on pricing, distribution and shelf space
- Keeping Sales Binder and tools up to date
- Ensuring sales objectives and priorities are exceeded
- Customer File Maintenance, photo uploading and filing
  - Tracking sales, display and distribution in Maxx Traxx
  - Point of Sale – keeping locker and car up to date with latest branded materials, accessible on a daily basis

## **GTA WEST TERRITORY MANAGER**

DIAGEO

(SEPTEMBER 2012-APRIL 2014)

- Diageo is a total beverage alcohol company being the world's largest producer of spirits and a major producer of beer and wine
- Sold new innovation products with factual and persuasive selling, to LCBO locations
- Used Cognos in each call to create fact based selling and to review competitors numbers and activity
- Decision making on displays in LCBO's to appeal to Diageo brands
- Increase share of shelf for Diageo brands in the stores
- Increase share of volume for Diageo with new product listings
- Maintain and grow existing volume in my territory
- Create call patterns and used time management skills to determine which accounts would benefit Diageo the most and spend my time in calls accordingly
- Develop long term relationships with staff and management in LCBO's
- Complete objectives for each cycle including sell ins, shelf changes for product, creating displays, teaching staff about new product including staff tastings and merchandising in each call
- Increase awareness on competitors activity throughout the market
- Work with bar and restaurant owners to create visibility of Diageo product by selling in new products and creating promotions within the account to help increase volume for Diageo within the accounts budget
- Prospected new On Premise accounts that fit Diageos criteria
- Taken many online product knowledge courses to increase my selling skills

## **SALES ACCOUNT EXECUTIVE**

(NOVEMBER 2011 – SEPTEMBER, 2012)

THE ART OF

- Work with several companies to bring awareness to The Art Of conferences and sell the values of the conferences to business professionals
- Create new leads to target different industries
- Build relationships with clients to make sure they attend our many difference conferences across Canada and keep in close contact in order to maintain relationships
- Sell the value of the conferences to our clients on why our product is the best in the market and how it would benefit them and their business
- Attend the conferences and meet with a vast amount of clients to strengthen relationships in person
- Make sure to attend to all customer inquiries in a prompt and professional manner
- Help organize and execute all conferences in which 1,200 clients attend to ensure everything is complete professionally

## **SALES TEAM LEADER / CONSULTANT**

(SEPTEMBER 2007 – OCTOBER 2011)

LA SENZA

- Staff management including training, budget, time keeping.
- Trained my staff on merchandise from the store on all new product coming and also on current product
- Manage and report to head office on Health & Safety within store
  - Create monthly safety reports.
  - Create accident reports as needed.
- Ensure all tasks are accomplished by the end of the night including sales, stock, clean-up
- Assist customers with questions or concerns using my best customer service skills
- Hitting my daily sales goals
- Close tills at the end of the night
- Make sure staff is hitting their targets and meeting the customers need

# EDUCATION

**CRIME, LAW AND DEVIANCE UNDERGRADUATE DEGREE**

**MINOR: PHILOSOPHY & SOCIOLOGY**

UNIVERSITY OF TORONTO

(2005 - 2011)

MISSISSAUGA, ON

- Analytic skills
- Investigative skills
- Research skills
- Multi-Tasking

**ONTARIO SECONDARY SCHOOL DIPLOMA**

(2001 - 2005)

BRAMPTON CENTENNIAL SECONDARY SCHOOL

BRAMPTON, ON

*References Available Upon Request*