

# Laura Peterson

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Enthusiastic sales professional with expertise in a fast-paced manufacturing environment. Six years of experience managing high-value relationships with wholesalers in the rubber and plastics industries. Obtained Certified Professional Sales Person credential from the National Association of Sales Professionals in 2018.

## Key Skills

- Active listening
- Closing techniques
- Objection handling
- Product knowledge
- Relationship management
- Strategic prospecting

## Professional Experience

### Business Development Associate

*Hazlett Manufacturing, Los Angeles, CA | September 2017 - Present*

- Follow up on sales leads by delivering product demonstrations and providing samples to potential customers
- Use CRM software to track account activity and follow up accordingly
- Develop relationships with key decision makers in the rubber industry
- Exceeded sales goals by more than 10% every year

### Sales Representative

*Giljean Plastics, Pasadena, CA | June 2014 - September 2017*

- Developed sales strategies to persuade manufacturing executives to purchase Giljean's rubber components
- Managed a four-county territory in California, meeting or exceeding sales goals every quarter
- Represented the firm at trade shows and other industry events
- Identified new business prospects with sales of more than \$5 million per year

## Education

### Bachelor's Degree in Business Administration

University of Southern California, Los Angeles, CA, 2014

## Certifications

- Certified Professional Sales Person, National Association of Sales Professionals, 2018