

Laura Peterson
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Profile

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.

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

Key Skills

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

Certifications

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