

DANIEL L. CHARTERS

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SALES EXECUTIVE – BUSINESS DEVELOPMENT

Over 18 years of experience in Sales, Marketing, and Business Development. Award-winning sales executive with a solid record of surpassing all sales goals in the last 16 years. Captured multi-million dollar accounts with Fortune 500 and Global 2000 companies. Strong consultative selling ability; expert in strategic selling to large, complex accounts. Skilled in developing leads, building multi-level customer relationships, and maintaining pipeline consistency. Tenacious business development, negotiation, and sales skills.

- Direct Sales
- Account Management
- Account Development
- New Business Development
- Consultative Sales
- Solutions Selling
- Sales Forecasting
- Negotiation
- Start-Up Companies
- Mergers & Acquisitions
- New Product Launch
- Project Management
- Sales Presentations
- Territory Planning
- Sales Closing
- Strategic Market Planning
- Market Share Improvements
- New Market Penetration
- Customer Needs Assessment
- Contract Negotiations
- Customer Relationship Building

PROFESSIONAL EXPERIENCE

TROY GROUP ▪ Denver, Colorado

2003-Present

Develops sales, productivity, and team development skills training for Fortune 500 Companies.

Business Development Manager / Account Manager

Manage complex relationships with high-profile, Fortune 500 clients in Michigan and Ohio territory. Accountable for annual territory planning, strategy development, forecasting, and revenue target achievement.

Key Achievements

- Improved territory revenue by 55% through territory planning, new lead development, relationship building, effective consultative selling, and new client development.
- Successfully integrated new generation of products and services within client base.
- *Star Performer Award* for revenue achievement, 2006.

FINANCIAL TECHNOLOGIES, INC. ▪ Southfield, Michigan

2002-2003

Privately-owned IT services company serving clients in the financial and insurance sector.

Business Development Manager

Accountable for revenue, P&L, new client generation, services definition, marketing and branding, client needs analysis, and service solutions development. Designed company marketing materials, web site, and a prospect communication program.

Key Achievements

- Delivered a 400% increase in new client revenue by capturing new accounts.
- Increased revenue with existing client base 35%, by developing and selling new services.
- Architect of a new web development subsidiary that was profitable in the first year.

E-LEARNING INTERNATIONAL ▪ Minneapolis, Minnesota 1999-2002
Provider of e-learning solutions to Global 2000 companies. Grew from \$650K to over \$10M during tenure; ultimately sold for \$60M.

Director of Business Development

Developed and cultivated key accounts with global clients.

Key Achievements

- Delivered \$40 million in long-term contracts with Fortune 500 companies within two years.
- Established a selling advisory group that provided introductions to key executive contacts in the airline, automotive, financial, military, telecom, manufacturing, and medical sectors.
- Personally generated \$1.5 million in project revenue annually by cultivating local territory.
- Traveled to Europe to manage start-up of international business, revenue funnel, and international offices, generating an additional \$1.75 million in revenue.
- Pioneered the consultative approach model for the company, which was developed into the Learning Strategies Consulting Group.
- Instrumental in creating award-winning and benchmark-setting e-learning solutions and managed services for Fortune 500 clients.
- Award-winner for *fastest revenue generation* and *overall revenue achievement*.

PPI TRAINING INTERNATIONAL ▪ Troy, Indiana 1995-1999
Corporate training franchise.

Senior Sales Team Manager

Managed staff of 30 and sales team of six. P&L accountability for sales team revenue. Cultivated and managed key accounts. Created company business model and e-learning solutions.

Key Achievements

- Instrumental in Detroit franchise start-up. Hired all technical, administrative, and sales staff.
- Built sales team that produced the fastest franchise start-up revenue growth in PPI history, while recognized as delivering the highest service level.
- Consistently placed in top 5% of 350 sales staff. Member of *Who's Who* and *Top Producers*.

PROFESSIONAL DATA RESOURCES ▪ Livonia, Michigan 1990-1995
Vice President / Co-Founder

EDUCATION & PROFESSIONAL DEVELOPMENT

Computer Technology Certification, 1998, Control Data Corporation (CDI).

Professional Training:

Extensive ongoing professional training in Sales, Sales Management, Business Management, and Business Performance.

Computer Skills:

Microsoft Windows, Excel, Word, Outlook, PowerPoint, and Internet communications.