

## SALES CAREER SUMMARY – DEBBIE SWEENEY



*Where it all began: Yellow Pages boot camp*



***‘The difference between the impossible and the possible lies in a person’s determination’ (Tommy Lasorda)***

After speaking to an x Retail Manager colleague and hearing him boast about his new job and earnings at Yellow Pages Debbie decided to cold call his boss at Yellow Pages. Through drive, passion and tenaciousness Debbie gained an interview. At the young age of 21 Debbie successfully persuaded Andy Chilton (National Sales Manager) of Yellow Pages to take a calculated risk and take her on despite having no sales experience and not meeting any of the HR criteria for a field sales position. The role required all field sales professionals to make all their own appointments so strong telephone and prospecting skills were essential.

### **Star moments:**

Regional Newcomer of the Year (1990) & Sales Person of the year (1991).

## Sales Success journey & successes: The future was bright



### **‘Ability may get you to the top, but it takes character to keep you there’ (John Wooden)**

Having had a highly successful 3 years at Yellow Pages it was time to move into the trendy mobile communications sector in 1993. After 12 months working for a service provider Debbie was head hunted to work for Orange. Working for Orange since inception in 1994 and leaving when Orange became a highly successful FTSE 250 company this chapter in her life was exciting and challenging. The roles included selling to SMEs, Corporate and Public Sector in new business and account management roles. The innovative implementation and network switch over model were developed from Debbie’s success in winning the largest and most profitable client in 1996, HBOS (Capital Bank).

Debbie worked for Orange for 10 years, taking a 2.5-year gap in between to work for GB Group Plc for postcode look up software, customer insight analytics and database management solutions. Securing the largest database management contract for Park Group.

### **Star moments:**

Top 3 National Sales Performer for 3 consecutive years (96,97 & 98)

Winner of the prestigious Distinction Award (2003 and 2004)

Top 10% National Sales Performer for 15 years (Orange, GB Group and Yellow Pages)

## Leading by example: Developing & Motivating others



Management experience across field sales, internal sales and retail sector.

- Direct Sales Manager for a team of 10 at Orange. Responsible for motivating and supporting team to ensure targets were exceeded. Forecasting, reporting and updates to Head of Sales.
- Divisional Manager for 18 months responsible for 16 internal telesales & telemarketing staff for a data organisation.
- Three years' experience as a Retail Manager responsible for over 22 part time and full-time staff, operational & sales management of a branch.

## CAREER IN DETAIL

Commenced a sales training career a decade ago in 2008

### SALES CAREER

April 2003 – June 2007      Orange



#### CORPORATE ACCOUNT MANAGER – PUBLIC SECTOR

As part of a team, responsible for winning & retaining local government & housing association clients within the North West region.

This involved:

- Winning, managing and developing new and existing accounts through regular communication and introducing new products and solutions to further increase revenue and loyalty
- organising and presenting cost analysis, business justifications and solutions for briefing and management reports & tender submissions
- directing migration strategies on behalf of clients
- identifying business needs and providing solutions
- organising and presenting at regional events with associated partners

October 2000 – April 2003 GB Group Plc



## CORPORATE ACCOUNT MANAGER – PRIVATE SECTOR

Responsible for providing a portfolio of CRM related services and solutions to new & existing corporate clients across all vertical sectors.

This involved:

- generating new business from cold calling activities
- identifying business needs
- managing and developing existing and new accounts through regular communication, needs exploration and presentation of value propositions
- increasing retention & development of existing & new accounts through increasing client dependency and take up of a wider portfolio of services & solutions
- increasing profile and credibility within accounts through increased contact services at all levels within prospective & existing accounts
- negotiating pricing, contracts and terms of business at senior level
- directing a technical team to assist from pre-sales through to future development of projects on behalf of clients

**1994- October 2000**

**Orange Communications Plc**



*REGIONAL & CORPORATE ACCOUNT MANAGER – PRIVATE SECTOR 1998-2000*

As part of a team, responsible for providing a portfolio of mobile, voice and data communication solutions to new and existing corporate clients within the IT, Communications, Media and Marketing vertical sectors.

This involved:

- managing and developing new and existing accounts through regular communication and introducing new products and solutions to further increase revenue and loyalty
- generating all new business appointments
- preparing and delivering presentations and bespoke solutions based on client requirements
- organising cost analysis, financial & business justifications and solutions for briefing and management reports & tender submissions
- directing migration strategies on behalf of clients
- managing and co-ordinating a team from implementation of an account through to future development

## **CORPORATE AND MEDIUM BUSINESS MANAGER –PRIVATE SECTOR 1994-1998**

Similar role to Corporate Account Manager except working within a defined geographical area and selling to companies within a variation of vertical sectors.

### **ACHIEVEMENTS 1994- 2000**

- pro actively re-signed long-term contracts with all my corporate clients 1998- 1999
- achieved 146% of target in 1996,206% of target in 1997,355% in 1998,110% in 1999
- top 3 National Performer for three consecutive years
- top National Sales Person 1998
- won largest revenue contract for Orange in 1996 (Bank of Scotland/HBOS)
- consistently exceeded sales targeted every annum
- winning, retaining and developing corporate clients which included Bank of Scotland, NTL, Pirelli, Spring, Councils, Grahams Group

### **1993-1994          CELLCOM**

#### *CORPORATE ACCOUNT MANAGER – NORTHERN REGION*

Responsible for account management of existing accounts and developing new business opportunities, similar role to Corporate and Medium Business Account Manager at Orange.

**1990- 1993**

**YELLOW PAGES**



*REGIONAL ACCOUNT EXECUTIVE – Midlands Region*

- Responsible for generating new business & hitting high KPIs
- providing a design, visualising and advisory service to maximise sales opportunities
- working to precise deadlines for publication
- preparing and administrating contracts, target and revenue reports
- providing advertising portfolios to a cross section of corporate businesses

**1987- 1990**

**BRITISH SHOE CORPORATION**

Branch Manager Grade 5    22 Employees    £ 362k turnover per annum

Responsible for the overall operational and sales management of the branch