* (254) 6554273

 **** gwinters123@gmail.com

reg Winters

G

# Summary

­A competent and amiable business development manager with a demonstrated ability to increase sales 10X and significantly boost margins. Possesses an innate ability to extract the maximum potential from other team members.

# Core Competencies

* **Competent New Business Generator:** proven ability to hunt down new business and achieve ambitious targets (e.g., at Friars, I built sales volumes from $200k to $2.5 million in an uncharted market).
* **Experienced Sales Team Leader & Coach:** Led sales teams of up to nine people, servicing interstate sales territories. Gains tremendous personal satisfaction from helping others achieve their greatest potential (e.g., recently assisted a team member who was struggling to achieve a particular KPI. Together we devised and implemented planning and organizational strategies to improve outcomes and ultimately achieve his targets).
* **Strong Interpersonal Skills:** possesses an innate, easy-going relationship-building ability. Recognizes that relationships are *‘everything*’ when it comes to generating and sustaining business*.* (e.g. I developed a habit of inviting potential new customers on a tour of our plant and our facilities to allow them to see who we are, and how we operate and to cement part of us into their buying psyche. This, together with other business-building strategies, resulted in a significant amount of new business).
* **Structured & Disciplined:** implements well-planned daily routines to boost efficiency. Subscribes to the maxim that ‘*routine sets us free’*. Renowned for generating, analyzing, and delivering timely sales reports and other essential metrics.
* **Perseveres:** understands the need for long-term commitment and never giving up on securing new business (e.g. committed to a persistent, unfailing development of a key account relationship at a prominent company for over 12 months, before finally securing an order).

# Quotes from Previous Employers

*“... a good communicator and easy to do business with. He is extremely solution orientated and works well with suppliers to achieve great outcomes for his customers”.*

**Peter Mitchell | Supply Chain Manager | PKD Building Products | Houston**

*“Greg has been an impressive BDM for our company and has brought in multiple major clients during his tenure. His people and organizational skills have been invaluable to the company”.*

**John Robertson | Production Manager | Graven Building Supplies | Houston**

*...” Greg’s work ethic is nothing short of outstanding - his communication skills are well top class, as is his ability to connect on a personal level with clients and work colleagues.”*

**Allan Rogers| Logistics Manager | Tercel Construction | Houston**

**Business Development Manager/Sales Manager Aug 2021 – present**

**Smith Building Supplies** **| Houston | Texas**

 ***Achievements and Responsibilities***

* Recruits, trains, and oversees a team of five customer service staff and estimators.

**

Publicly listed manufacturer of specialist building products, employing 800 staff across USA.

* Increased gross revenue by approximately 30% …and increasing.
* Improved gross profit margin by cultivating new opportunities within a higher-margin product range. Secured a new government contract with a 35% gross margin.
* Exploited opportunities by developing a new product to satisfy untapped demand resulting in $900,000 in additional sales with strategies now in place to increase this to $1.9 million in the foreseeable future.
* Implemented new CRM system - trained staff to improve sales processes, efficiencies, and service excellence by maximizing CRM features, resulting in team members stating that their job was made less complicated and more effective.

**Business Development Manager Jan 2018 – Aug 2021**

**Friars International| Houston | Texas**

 ***Achievements and Responsibilities***

* Initiated new launch into undeveloped regions, generating sales of $2.5 million, off a $200k base.

 

A privately owned provider of large-scale health & safety solutions in the resources, food and agricultural sectors.

* Functioned in a particularly autonomous role - no office support, minimal contact with management, and operating in remote regions.
* Initially developed trial and error strategies to determine what worked best, then fine-tuned to accomplish outcomes that exceeded budgets.

**Sales Manager Oct 2016 – Jan 2018**

**Huntingdale Building Supplies** **| Houston | Texas**

 ***Achievements and Responsibilities***

* Employed in a short-term role alongside senior leadership to improve productivity of current sales team.

 

Part of the privately owned Pelton Group established in 1987. Specialists in the manufacture and supply of reinforcing steel and related products.

* Responsible for overseeing, coaching, and boosting KPIs of twelve sales representatives.
* Secured $71 million in new product supply agreements over a 12-month period, including a railroad contract, freeway upgrade, and Four Seasons Hotel projects.
* Generated a 19% increase in revenue, through the proactive researching of projects during early planning stages and fostering relationships with buyers and other key stakeholders to secure contracts.

**Key Accounts Manager Aug 2012 – Sep 2016**

**Tercel Construction Supplies| Houston | Texas**

 ***Achievements and Responsibilities***

* Responsible for securing almost 30% of total sales revenue.



Manufacturer of construction materials with over $90M in sales and 1200 employees across US southern states.

* Increased residential construction revenue by approximately 200% over four years.
* Improved overall revenue by approximately 25% through proactively negotiating supply agreements to include additional add-ons and up-selling specialty products.

**Qualifications & Professional Development**

* Bachelor of Business | Rice University
* Diploma in Training and Assessment
* Diploma in Business Sales
* Business Law Training

**Interests**

Motor racing, running, tennis.

**Referees**

Available on request