

# Greg Winters

see Document Layout comment

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## 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, unyielding development of a key account relationship at a prominent company for over 12 months, before finally securing an order).

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### Commented [SD1]: Document Layout

Note: The name at the top, 'Greg Winters' is written in two separate text boxes to allow for a larger 'G'. If you are opening this document in anything other than Microsoft Word (and sometimes in Microsoft Word on a Mac) you may lose the formatting for this name. If this is the case, simply delete both the text boxes and write your name in bold capital letters or similar.

There are many different templates and layouts you can use. Some of them are visually more appealing to the eye than this one, but remember the main criteria for selecting a layout is to make it easy for the reader to read as quickly as possible and without unnecessary distractions.

For this reason I try to avoid any templates that involve columns. Columns force the reader to jump back and forth around the page to gather your information. Single column is generally best.

The way most people read quickly is from left to right across a full page without columns. When you have to go through 100 or more resumes, as most hirers do, the simplest and easiest to read layouts are the ones that follow very simple formatting. For example, most readers expect to be able to find your name and contact information at the top of the page and not in a left or right hand column or some other location. This is making them search for your information which will be frustrating to readers. You generally won't get extra points for making your resume look pretty, and it may actually frustrate the reader. They want to gather and process an applicant's information as efficiently as possible. When it comes to resume design, less is more.

If you are applying for jobs that involve design or other visually creative skills, these rules won't apply to the same extent.

Should you include a photo? The general rule for resumes is not to include a photo, however there are some exceptions for this, for example, if you are applying for a job in fashion, beauty or other role where a photo makes sense.

### Commented [SD2]: Summary

Your Summary should be no more than 2 or 3 sentences that compellingly and succinctly sell the reader your top 2-3 reasons why you could do the job exceedingly well (don't use 'Career Objective' or similar heading here - this may sound blunt, but employers aren't really interested in what you want to achieve, but rather what can you do for them).

### Commented [SD3]: Core Competencies

- This is where you provide a summary of your skills and hard evidence to back it up.
- You should provide numbers, percentages, dollar values, and the time frames of your accomplishments.
- Providing all this information requires extra work but if you don't do it, your resume will look like most of the other resumes that just supply a list of skills without any supporting evidence.
- There are two reasons why providing evidence makes your resume immensely more impactful. Firstly, your resume is a more interesting document to read and therefore makes it stand out from the others when you include examples and evidence. Secondly, employers and recruiters aren't really interested in seeing a list of the skills you have unless they can see proof.
- It's important to only list competencies that are relevant to the job you are applying for. Look at the job advertisement and determine what you think are the 3-5 most important skills and experiences the new employer seeks. These should be the first ones mentioned in your core competencies section.
- Don't include any skills and evidence that are not relevant to the new position. This is only wasting space and irritating to the reader.

Commented [SD4]: Examples of backing up your skills with evidence are shown here and below (yellow highlighted)

## 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 organisational 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**

## Work History

### Business Development Manager/Sales Manager

**Smith Building Supplies | Houston | Texas**

#### *Achievements and Responsibilities*

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

**SMITH**

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

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### Commented [SD5]: Quotes from Previous Employers

This is probably the most important part of your resume.

- A resume is primarily a document written about you, saying good things about you. But your employer is much more interested in what other people say about you. When you include quotes from other people, you now have third parties saying how good you are.
- This is extremely valuable and is the basis for Google reviews and other review sites success. 82% of people refer to reviews before purchasing a product for good reason, they want to know what other people think. The same principle applies to your resume.
- The comments you include from other people will probably be the single most impactful part of your resume that an employer will read.
- You should get comments from previous employers, department managers, previous clients or customers, suppliers etc.
- You can access some sample text for emailing or messaging to old employers [here](#). These have been successfully used by my clients in the past for getting comments to use in their resumes.

### Commented [SD6]: Work History

You would want to show approximately the last ten years of work history, if available.

- Under your bullet points, once again you only want to include information that is relevant to your new job. Don't be afraid to delete multiple bullet points if they are not relevant to the specific job you are applying for.
- Conversely, the skills and experience that are particularly relevant to your new job, you may want to expand more fully to convince the reader you have what is being asked for? Once again, your bullet points should be full of examples and evidence of what you have achieved, using numbers, percentages, \$ values, time frames, etcetera.
- When giving examples or evidence to back up your skills, if you are unsure of a particular number, or dollar range, or time frame etc, just put in your best guess and include the word 'approximately'. You are better off having something in there that is at least approximately correct, than nothing.
- Once again keep your writing succinct and to the point - no waffle. After you have finished your first draft you should look at reducing the amount of words in your document. Reducing the number of words nearly always improves the finished product.

## Business Development Manager

Friars International | Houston | Texas

### Achievements and Responsibilities

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

Jan 2018 – Aug 2021



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

#### Commented [SD7]: Dates

Make sure your start and finish dates line up with the previous jobs, at least approximately.

## Sales Manager

Huntingdale Building Supplies | Houston | Texas

### Achievements and Responsibilities

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

Oct 2016 – Jan 2018



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

#### Commented [SD8]: Company Logo

Include a company logo and brief description of the organization you worked for.

There are a few reasons for this:

- The first is to do with the fact that your resume is firstly and foremost a personal marketing document. One of the first rules of marketing is to stand out from the crowd. And when it comes to job search applications and the hundreds of resumes that are often submitted for each job, standing out from the crowd is critical.

- When writing a resume, this question should always be at the forefront of your mind:

"How can I make my resume more interesting to the reader when I know they are going to be swamped with large volumes of resumes?" Of course, with the extensive use of applicant tracking software these days, a high number of resumes will not even be seen by the human eye. But right now, we are focusing on when your resume does finally get read by a human.

- Visually linking yourself to a brand will generally have a positive influence on the reader. This is truer if the organization you worked for is well-known in the marketplace but even if this is not the case, a logo is valuable on your resume. Businesses spend millions of dollars every year on branding - attempting to buy a piece of the consumer's mind with a positive message about the company. You can take advantage of this on your resume by implying that "part of your history is connected with this known brand".

- The organizations you have previously worked for do not need to be nationals or multinationals. This principle works equally well at a local level where local brands are well-known in the community.

- The professional logo image adds an aesthetically pleasing aspect to an otherwise 'black ink, white paper' reader experience.

- You may have heard that applicant tracking software can't read images. That's true, but that doesn't matter at this stage as this is about impressing the human reader, not ATS systems. Having an image in your resume will not penalize you in the ATS scan, it simply means that the image will not be parsed to the ATS database. It is, however, a good idea to save the text box with the logo and company description as one image. This stops the text description of the company showing up in the ATS in a location you don't want it to (ATS reads text from left to right across the page and the text inside the text box will become scrambled by the ATS if the text in the box is not saved as an image).

- Here is a very short video on [how you can save a text box as an image in](#) a word document.

- You can also add logos to the *Employer Comments* section of your resume, but don't flood your resume with logos. No more than 4-5.

- If you have the option of having more logos available than you need, use the ones that are the most recognisable in the marketplace.

## Key Accounts Manager

Tercel Construction Supplies | Houston | Texas

### Achievements and Responsibilities

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

Aug 2012 – Sep 2016



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

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## Qualifications & Professional Development

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



### Commented [SD9]: Qualifications

Qualifications usually go at the end of the resume. This is simply because they are the least important information to an employer or recruiter.

Most employers are much more interested in **what you can do**, rather than the letters after your name.

The only exception to this would be if you are recently graduated and have little or no work experience, in which case your qualifications become the most important thing you have and they should be nearer the top of your resume.

## Interests

Motor racing, running, tennis.

### Commented [SD10]: Interests

Some resume writers don't recommend including interests, sports or hobbies in your resume.

At times I agree if these are likely to portray an image about you that could be in contrast to the person they are looking for. ...so each case on its merits.

However I generally recommend including them because if one of your interests or sports happens to be the same as the employer, that is a big plus.

Of course this has nothing to do with your ability to do the job, but we are talking about human beings with certain likes and partialities. It could be one of those inclusions that makes your resume stand out, simply because you have something in common with the reader. I know this has happened before.

## Referees

Available on request

### Commented [SD11]: Referees

Whether you include referees available on request or not, or alternatively, actually list three or four referees with contact details is open to debate.

I still prefer to actually list the referees with the contact details simply because every piece of information your recruiter or employer needs to make a hiring decision is available to them whenever they need it. Alternatively they would need to be contacting you again to get these details. Why not just give it to them at the beginning.

### Commented [SD12]: Name on Every Page

Include your name and phone number on every page. This just makes it easier for the person hiring.

As soon as they pick up your resume at any point during the hiring process, they can see your name and phone number, no matter what page they are reading.

It also helps with a term known in marketing as **frequency**. If your name is repeated on every page it is a name that is more likely to be remembered than other applicants.

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