

HOWARD COHEN

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SALES / BUSINESS DEVELOPMENT / CUSTOMER SERVICE

A dynamic results-driven and client focused customer service professional with over 10 years customer service and sales experience effectively maintaining and increasing sales to existing and potential customers across North America.

SUMMARY OF QUALIFICATIONS

- Over 10 years of experience carrying out administrative procedures
- Experience gathering and monitoring sales and product information
- Results oriented, flexible professional with strong communication skills
- Highly organized, supportive and motivating team player for sales teams
- Efficient in maintaining assigned accounts, while developing new contacts and providing a high standard of customer service
- Proficient in Computers: Microsoft Word, Outlook, PowerPoint, Excel, Salesforce, Sage and Internet

PROFESSIONAL EXPERIENCE

BUSINESS DEVELOPMENT/CUSTOMER CARE REPRESENTATIVE

2014 – 2020

SolidCAD, Richmond Hill

- Maintained and updated sales and account records in CRM (Sage and Salesforce)
- Confirmed customer information via phone and e-mail for data entry
- Conducted courtesy calls to existing customers and new prospects to promote products and services
- Developed new sales leads for inside and outside sales representatives
- Promoted and attended SolidCAD events, always with a determination to fill the venue to capacity
- Completed electronic funds transfer (EFT) forms and provided new bank account information
- Executed customer satisfaction (CSAT) campaigns and prospected at trade shows

OUTBOUND SALES AGENT

2011 - 2013

VOXDATA Solutions Inc., Toronto

- Experienced on multiple outbound campaigns, including: RBC Royal Recover Assist (RRA); RBC Personal Accident Protection (PA); Pitney Bowes small volume mailing systems
- Inbound involvement, included assisting RBC clients with credit card activation
- Sold insurance products and business services on behalf of Canada's largest banking institution and the world's leading integrated mail and document management services provider

ACCOUNT MANAGER

2010 - 2011

Comda Advertising Connections, Toronto

- Utilized sales forecasting and strategic planning to ensure sale and profitability of a wide range of promotional advertising products
- Consulted with buying personnel to gain advice regarding the types of products expected to be in demand
- Successfully reactivated 30% of dormant customers and favourably grew customer base via cold call prospecting, using company and self-generated leads
- Identified, developed and evaluated marketing strategy based on knowledge of established objectives and cost mark-up factors
- Attended staff meetings and participated in team discussions

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PROFESSIONAL EXPERIENCE continued

OUTBOUND SALES AGENT

2008 - 2009

Gemma Communications Corporation, Toronto

- Provided accurate and professional call handling services in a fast paced contact center environment related to a wide range of customers while maintaining daily statistical data
- Delivered scripted sales dialogue, reading from scripts that described products and services in order to persuade potential customers to purchase products
- Experienced on multiple campaigns including: TD Canada Trust Hospital Cash Benefit Plan; Rogers Communications Better Choice Bundles, President's Choice Financial MasterCard and HBC Term Life Insurance Plan

OUTBOUND SALES AGENT

2007 - 2008

Newspapers Call Centre Inc., Toronto

- Sold newspaper subscriptions via telephone
- Explained products, services and prices, answered customer inquiries and obtained and entered customer information
- Offered new promotions in order to entice new purchases and updated all related correspondence to individual accounts
- Entered records of purchases in preparation of daily sales and statistics

SALES CONSULTANT

2004 - 2007

Save Energy Lighting Ltd., Toronto

- Distributed lighting, sound and security products across Canada
- Emphasized product features based on understanding of customers' needs and explained technical capabilities and limitations of products
- Identified prospective customers by researching business directories and following leads from existing clients and associates
- Negotiated prices, terms of sales, service agreements and maintained customer records

SALES MANAGER

1994 - 2004

Perco Technologies Inc., Toronto

- Marketed sound and security products and liaised with sales representatives across the country
- Sourced products worldwide, visited clients on site locations and ordered merchandise for stock
- Organized sales and marketing materials, attended trade shows and demonstrated products at exhibitions throughout North America
- Discussed product options with purchasers and collaborated with colleagues to exchange information such as selling strategies and marketing information
- Supervised accounts receivables and authorized product returns

EDUCATION

Marketing Administration Diploma, Seneca College of Applied Arts and Technology

SPECIAL AWARDS AND ACHIEVEMENTS

- NSCA Technical Fundamentals of Audio Certificate of Completion
- Member of the Marketing Club at Seneca

References Available Upon Request