

## HOWARD COHEN

907-250 Roehampton Avenue, Toronto, ON M4P 1R9

(416) 665-8836 ♦ [hcohen95@yahoo.ca](mailto:hcohen95@yahoo.ca) ♦ [ca.linkedin.com/pub/howard-cohen/5/31a/5b4/](https://ca.linkedin.com/pub/howard-cohen/5/31a/5b4/)

---

### 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

## HOWARD COHEN

(416) 665-8836 ♦ [hcohen95@yahoo.ca](mailto:hcohen95@yahoo.ca) ♦ [ca.linkedin.com/pub/howard-cohen/5/31a/5b4/](http://ca.linkedin.com/pub/howard-cohen/5/31a/5b4/)

---

### 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**