

# Steven L. Johnson

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## Top Producing Sales Professional

### Building Customer Relationships | Leading Staff | Generating New Business

Client focused account executive skilled in all areas of business development, including cold calls, product demonstrations, and referrals. Natural director who mentors staff to contribute to the growth of the entire organization while increasing profits and maintaining client satisfaction. Assertive in challenging current practices and resolving problems. Demonstrates excellent communication skills through sales presentations and client negotiations.

## QUALIFICATIONS AND ACHIEVEMENTS

- Generated new product sales of \$7.1 million as a Retail Planning Manager, contributing to division's profitability increase of 30%.
- Placed new products with 83% of key accounts and increased existing product penetration to 10%, exceeding sales goals as a Sales Service Manager.
- Eliminated \$500,000 in annual costs by implementing a defective allowance policy at all department stores for a multi-million dollar company.
- Avoided \$1.5 million in customer deductions through the implementation of new practices and process changes with Sara Lee Branded Apparel.
- Negotiated deductions and developed cost-effective solutions, generating more than \$1.6 million in claims reversals in the first fiscal year at the Hanesbrands Division of Sara Lee.
- Member and former President of the Sales Leaders in North Carolina.

## PROFESSIONAL EXPERIENCE

### Account Executive

2007 – Present

*Flexible Payroll Solutions – Winston-Salem, NC*

Develop new business in the area of payroll processing and tax filing products and services for a start-up business. Act as a liaison with existing clients regarding the servicing of accounts and resolution of problems.

- Facilitate strong customer relationships while servicing accounts and resolving problems, leading to referrals from key business leaders and creating additional sales potential.
- Deliver results through cold calling and lead generation as the top sales performer in the team of Account Executives.
- Exceed client satisfaction through the quick resolution of operational challenges and delivering excellent customer service.
- Maintain awareness of client's operations, creating an understanding of their business needs and potential sales opportunities.
- Create solutions to client's needs by assessing business needs with key personnel and recommending appropriate products and services.

**Retail Planning Manager**

2006 – 2007

*Hanesbrands, Inc. – Winston-Salem, NC*

Managed retail planning for a multi-billion dollar organization; maintained a successful working relationship with client's retail planner and made process and planning suggestions to improve profitability. Prepared and presented quarterly, monthly and weekly reports for new strategies, risks and action plans.

- Created automated systems for the documentation of accurate forecasting, along with the Forecasting, Customer Operations, and Marketing department.
- Supervised and trained Sales Representatives and Sales Analysts, held meetings to monitor business management, then followed up with clients and internal stakeholders to confirm adequate service levels.

**Sales Service Manager**

2002 – 2006

*Sara Lee – Winston-Salem, NC*

Managed Sales Representatives and Sales Analysts while personally assisting key clients with purchasing. Worked with internal departments to maintain high levels of customer service.

- Developed new account opportunities and built relationships with existing customers through continued assistance with next season purchases and forecast development.
- Researched previous year's sales and shipments and provided analysis against future forecasts and trends, ensuring client satisfaction with operating plans.
- Mentored Sales Representatives and reviewed account information to assist with business management and client satisfaction.

**Customer Compliance Manager**

2001 – 2002

*Sara Lee – Winston-Salem, NC*

Managed and monitored top customer account specifications adhering to strict routing and vendor guidelines. Maintained communication with other departments to ensure compliance.

- Exceeded client's expectations with quick resolution of problems and identification of key issues.

**Business Development Manager**

2000 – 2001

*Randstaad Staffing Agency – Winston-Salem, NC*

- Exceeded sales goals; acquired an average of two new accounts each week.
- Created and executed new business strategies, increased sales and established new accounts through cold calls and lead generation, securing new appointments and sales presentations.

**EDUCATION, AFFILIATIONS, AND PROFESSIONAL DEVELOPMENT**

Bachelor of Science, Business Administration, Concentration in Marketing  
Wake Forest University,  
Winston-Salem, NC

Winston-Salem Chamber of Commerce, Volunteer

**Workshops and Seminars**

Outstanding Customer Service ▪ Management, Supervisory Training  
Ethics of Selling ▪ Industry Specific Services and Products