

MARILYN P. BOUCHER

Award-Winning Sales Performance
Exceptional Sales Team Motivator
Outstanding Product Knowledge

770.494.5555
mboucher1@yahoo.com
1665 Clover Circle
Marietta, Georgia 30067

RETAIL SALES MANAGER



Significant revenue-producing, visionary sales manager who continually produces outstanding results by developing and leading teams to extraordinary success. Talented in strategic planning, establishing goals, and empowering employees.

MANAGEMENT & STAFF MOTIVATION

- ⌘ Lead by example using a proven style of motivating and managing employees.
- ⌘ Demonstrated success in employee retention and significantly improving professional development and morale.
- ⌘ Skilled in inspiring staff to realize their strengths and achieve their goals.

OPERATIONS & TRAINING

- ⌘ Expertise in restructuring and optimizing underperforming operations, re-branding, selecting competent customer-focused personnel, re-building client rapport, and meeting aggressive revenue goals.
- ⌘ Outstanding ability to lead sales and services training on strategic planning, customer relations, product education and placement, researching, and following up.
- ⌘ Meticulously research products to create curriculum in order to educate staff to place and sell products.

SALES , NEGOTIATING & CUSTOMER SERVICE

- ⌘ Proven skills in evaluating, creating, and executing new sales tactics based on watching trends, technology, researching, testing, and documenting lessons learned from customer feedback.
- ⌘ Talented in negotiating diplomatically.
- ⌘ Exceptional understanding of social media in order to market and advertise products and services to targeted audiences, research competitors, and maintain visibility advertising and information.
- ⌘ Rapidly learn products and services.
- ⌘ Committed to education and technology to remain competitive.
- ⌘ Establish profitable negotiation strategies including rebates, commission splits, and employee and customer bonus reward programs.
- ⌘ Continue to uphold excellent reputation in providing superior customer service, techniques, and strategic cutting-edge up-selling techniques.

KEY COMPETENCIES



- | | | |
|---------------------|-------------------------|-----------------------|
| ✓ Leadership | ✓ Team Building | ✓ Conflict Management |
| ✓ Sales Management | ✓ Strategic Planning | ✓ Resourceful |
| ✓ Product Placement | ✓ Negotiating/ Liaising | ✓ Business Acumen |
| ✓ Marketing | ✓ Financial Management | ✓ Human Resources/EEO |

EMPLOYMENT



CENTER MANAGER ⌘ WEIGHT LOSS INTERNATIONAL, Marietta, Georgia ⌘ January 2004–May 2008

Recruited to re-open and re-brand the Center by hiring staff with customer service-oriented personnel, regaining former clients, and meeting aggressive revenue goals. Direct daily business operations. Prepare computerized management reports, schedule staff, monitor budget, daily close outs, make bank deposits, inventory control, and ensure exceptional customer service. Hire, interview, select, train, motivate, and supervise employees.

EMPLOYMENT (CONTINUED)



CENTER MANAGER. (CONTINUED)

KEY ACCOMPLISHMENTS

- ✓ Led staff to successfully **upgrade 40% of clients** from the standard one-year membership of \$364 to the platinum maintenance program at \$584 and **closed 50% more sales** which **exceeded the Center's 30% goals**.
- ✓ Trained staff in new strategic up-selling methods and created multiple convenient sales opportunities escalating purchases of nutritional supplements 20%.
- ✓ Developed new computerized order function to track inventory and rotation which **reduced inventory shrinkage from over 12% to 1-2%**—4.5% below the industry standard.
- ✓ Designed and maintained a comprehensive member database that allowed for regular contact reminders to follow up with targeted members who missed weekly meetings. This increased retention of membership at an **impressive 80%**—well above the company standard of 58%.
- ✓ Recruited 20% of disgruntled former clients who abandoned their membership by implementing focused customer service campaigns such as personal telephone calls, hosted open houses, and referral and reward programs.

CENTER MANAGER ↻ METABOLIC RESULTS, INC., Atlanta, Georgia ↻ November 1999–December 2003

Managed daily business operations. Coordinated radio and print advertising, hosted open houses, and sponsored events to move excess inventory. Promoted fitness, wellness, and healthy weight consciousness to women's groups and community while simultaneously promoting the Center.

KEY ACCOMPLISHMENTS

- ✓ Established the **#1 Center in Georgia in just 9 months**—market consisted of 32 facilities. Maintained this position throughout the rest of the tenure with the company.
- ✓ Led staff to an average **70% close rate** from call to close exceeding the requirement of 50%.
- ✓ Increased member retention from 55% to 88%—far surpassing the company average of 47%.
- ✓ Led staff to successfully **upgrade 50%** of clients from the standard one-year membership at \$300 to the winner's circle membership at \$500.
- ✓ Increased up-front sales of nutritional bars by 20% and **maintained a 30% monthly profitability** by strategic order control vs. sales.
- ✓ Led the only Center to achieve new monthly goal of \$100,000 in revenue in 2 months.

—Additional Employment Available Upon Request—

KEY ADVANTAGES OF ADDING ME TO YOUR TEAM



- ⌘ Proven track record of motivating highly successful teams using effective management, sales, interpersonal, and communication skills—writing, speaking, presenting, and negotiating.
- ⌘ Established unique techniques on up-selling add-on programs and services at convenience points.
- ⌘ Demonstrated achievements of turning underperforming stores into top performing stores.
- ⌘ Competitive and creative sales strategies, strong work ethic, resourceful, and respected by supervisors, peers, vendors, contractors, and subordinates.
- ⌘ Intuitive, problem-solver, goal-oriented, and can be counted on for superior performance.
- ⌘ Passionate about improving employee morale and significantly increasing bottom line revenue.