

# PARIS V. STREET

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## MANAGER OF SALES, MARKETING AND OPERATIONS

Senior Management Professional demonstrating practical experience in a diverse range of sales and marketing management principles including Total Quality Management in selection, training, and retention of quality employees producing exemplary rated customer service teams. Skilled communicator at all levels, with a talent for coaching and developing, creating a culture of success, attaining buy-in and empowering individuals and teams to meet and exceed organizational goals.

### PROFESSIONAL STRENGTHS

Sales Management  
Policy Development  
Profit / Loss Responsibility  
Strategic Planning

Organizational Development  
Training Material Development  
Inventory Management  
TQM Management

Team Development  
Training Management  
Loss Prevention  
Intrinsic Motivation

### EXPERIENCE

<b>GENERAL MANAGER (Sales, Marketing and Operations)</b> <i>Verizon Wireless, Inc.</i> , Dover, Delaware	1997 – 2007
<b>SALES MANAGER AGENT/FRANCHISE/DEALERSHIPS (Sales, Marketing and Operations)</b> <i>Comcast Cellular One, Inc.</i> (now AT&T), Dover, Delaware	1995 – 1997
<b>SALES MANGER (Sales and Operations)</b> <i>Radio Shack, Inc.</i> , Dover, Delaware	1987 – 1995
<b>ENTREPRENEUR / OWNER / OPERATOR</b> Action Services, Phoenix, Arizona	1984 – 1987

### EDUCATION

*Master of Business Administration*, 4.0 GPA, American InterContinental University Hoffman Estates, IL

### SELECTED ACHIEVEMENTS

**Entrepreneurship**- Launched/Developed/Managed start-up of energy management company. Established, implemented policies and procedures, budgets, hired all staff, trained all staff, and developed marketing campaign. Successfully learned what it took to start a business from nothing. Negotiated turnkey product installation for with 50% profit margin. Negotiated 100% free financing for clients.

**Organizational Development** - Reorganized/Budgeted/Implemented/Trained policies and procedures and marketing of wireless telecom products business. Identified new agent niches and reorganized the area's business. Dramatically reduced expenses, by eliminating unnecessary processing and developing new protocols. Produced and implemented new commission tracking protocols to reducing payment turnaround of agent commissions.

**Sales Management** - Developed lowest ranked team to #1 team regionally, (#16 out of 4900 nationally). Won every award offered by company. This was accomplished by providing quality and relevant sales trainings, goal coaching, setting, and follow-up, daily performance measurement, rewarding good performance, and eliminating poor performers from the team.

**Team Development** - Tripled agent base in first eighteen months. Demonstrated ability to attract and retain talented people by creating an environment of cohesiveness and camaraderie. Created a short term incentive for new agents and put an agent retention team in place to enhance short term production. It was found that once new agents began making money; momentum would help carry the new agent on to success. The retention teams remained in-tact and transitioned to impact other locations.

**Profit/Loss Responsibility** - Reorganized operations Reduced overhead, eliminated unnecessary employees, discontinued unprofitable product lines, implemented new policies and procedures, budgets, marketing campaigns and identified new customer opportunities. Saved region \$100,000 per year on armored car pick-up by negotiating contract for all locations. Made recommendations that were accepted by upper management to eliminate redundant customer service positions saving \$1.2 million dollars per year in the region.

**TQM Management** - Keeping customers happy by over delivering on what is promised has been a career hallmark. This is done by creating an understanding in all work teams that continued customer satisfaction is the reason their position exists. In 1999 a business customer spending \$500 per month had equipment issues. The equipment was 6 months out of warranty. The customer indicated that she did not want to sign any additional contracts at that time. The repair cost was \$200. I decided to pay for the repair out of my budget. By the end of 2007 this customer was billing \$13,000 per month. The \$200 is the only extra concession that was ever made for this customer.

**Intrinsic Motivation** - Learned early that happy people produce more. Keeping them happy involves fare, private and quick discipline, loud and public praise, goals that can be spoken in one breath. In other words, simple applied management.

**Training Management** - Developed training programs and materials that speak to the heart of work issues. Examples of training materials created and trained are "The 14 Steps to Selling" and "It's the Approach Not the Effort". In order for training to be effective, even for highly developed employees, training must be interesting and entertaining.

**Policy Development** - Eliminated asset management policies that were irresolute and replaced those policies with clear detailed procedures to ensure loss prevention and quality delivery of services at the same time. Inventory left by customers for repair would sometimes get lost necessitating replacement at my location's expense. By developing an inventory tracking protocol and spreadsheets, lost customer owned products were eliminated.

**Inventory Management** - Managed up to \$1M in inventories with quarterly losses measured in single digit dollar amounts by setting up inventory control procedures and placing one sub-team in charge of managing these assets. This reduced the number from 50 people to 4 people touching unsold inventory. It also increased the accountability of the people managing the inventory. Regional inventories were short by \$3,000 to \$4,000 per quarter, while our inventory was short \$7 to \$20.