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SALES ACCOUNT EXECUTIVE

Experienced sales road warrior with an outstanding record of closing new business and expanding existing accounts in the promotional products market. Proven track record of maintaining excellent customer relationships, growing sales territories, and exceeding sales quotas and profitability targets annually.

Core Competencies Include:

- Developing online company stores
- Marketing research, brand strategy and execution
- Point of purchase programs
- Great problem solver
- P&L development, ownership and analysis including monthly corporate reporting
- Very organized and detail-oriented
- Spending time in the field with customers to clearly understand the needs of their business
- Willing to relocate

Professional Experience

Cecco and Associates **August 2018 – Present** **Regional Sales Representative**

- Work with distributors in the promotional products industry to help them grow their business and develop ideas for their clients to promote their company and products
- Developed close relationships with my distributors
- Represented company at national and regional tradeshows as well as individual distributor shows and field presentations
- Generated sales and promotional ideas involving product suggestions and applications within specific markets.

American Solutions for Business **February 2016 – August 2018** **Consultant**

- Outside sales representative selling promotional products to help companies grow their business and services
- Working with companies to provide creative solutions and excellent customer service to build strong and lasting relationships
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Lanco Corporation
March 2013 – February 2016
Regional Sales Manager

Responsible for sales in a six-state region consisting of Northern CA, Northern NV, OR, WA, ID and AK.

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Greunke Gifts
October 2012 – March 2013
Sales representative

- **Premium incentive gifts**
- **High end items for achieving goals**

Aramark Uniform and Career Apparel
May 2012 – October 2012
New Business Developer

- Provided apparel, uniform, and safety solutions to companies in Washington and Oregon area
- Offered specialized solutions to industries such as healthcare, manufacturing, food services and utilities
- Helped these companies maintain a professional image

Norwood Promotional Products
August 2000 – April 2010
Regional Account Executive

Project leader on regional marketing objectives for all ten product lines in the six-state West Coast region, assisting customers in sales growth and communicating with targeted distributors regarding to promote sales into specific markets for all lines.

- Managed marketing and sales strategy for \$4.9 million dollar sales territory while achieving specified financial goals and objectives.

- Increased sales from the top 150 distributors by 15% in one year through aggressive research and analysis of market competition and consumer demographics
- Generated \$4.9 million in sales annually from ASI distributors in region
- Power-user of CRM generated from Oracle
- Collaborated with key distributor partners to deliver additional marketing support from on-line tools such as iCatalogs and eflyer
- Exceeded sales goal in Award and Recognition category by 40% in 2008
- Maintained strong customer relationships, while driving revenue and overall profit

Bodek and Rhodes

June 1998 – August 2000

Sales Representative

- Drove B2B sales in corporate and sporting apparel lines
- Created and presented key account marketing plans and presented strategies and tactics to external stakeholders including customer initiatives, promotions, and detailed sales and spending forecasts
- Increased sales volume from top 150 accounts
- Researched market analysis and pricing of our competition
- Handled and maintained inventory for future sales

Advertising Specialty Institute

October 1996 – June 1998

Account Manager

- Increased established business and generated a 73% increase in new business within 6 months
- Responsible for prospecting and consulting leading key suppliers in the promotional products industry
- Designed marketing programs and coordinated their implementation with ad agencies
- Consulted with key strategic distribution clients on a variety of different marketing vehicles through direct mail, printed media, and online services.

Education

Salem College
Associate Degree in Computer Science

Art Institute of Philadelphia
Degree in Sound Engineering

Associations

Promotional Marketing Association of Northern California (PMANC)

Northwest Promotional Marketing Association (NWPMA)

