ZACH BRASWELL

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Driven sales and management professional with a strong record of building client relationships, driving revenue growth, and leading successful teams. Seeking an opportunity to leverage my skills to a dynamic and growing organization.

EXPERIENCE

**Outside Sales Representative**

ABC Supply Co. | Charleston, SC | Nov. 2023 – Current

* Built and maintained strong relationships with contractor clients, achieving a 25% increase in repeat business over six months.
* Acquired 18 new contractor clients within 6 months by designing and executing targeted outreach campaigns.
* Conducted weekly cold calls, converting 35% of prospects into clients that generated over $1M in new sales.
* Negotiated pricing and contract terms with clients, achieving a balance between company profitability and customer satisfaction.
* Maintain and update CRM system, ensuring accurate and up-to-date customer data for streamlined account management.

**Store Development Specialist**

4 Wheel Parts | Charleston, SC | Nov. 2016 – Nov. 2023

* Promoted from sales associate to management within three years, later joining the store development team after exceeding sales targets by 20%.
* Successfully launched three retail locations in new markets, overseeing planning, staffing, training, and inventory management.
* Partnered with cross-functional teams to design store layouts, recruit and train sales and management staff, and ensure smooth operational transitions.
* Delivered comprehensive training for 20+ new hires, achieving a 90% retention rate and profitability within 4 months of store opening.
* Identified and resolved operational inefficiencies at underperforming locations, achieving profitability within 3 months by streamlining inventory and optimizing processes.
* Functioned as the primary point of contact for four regional stores, addressing operational system issues, customer service concerns, and sales strategies.
* Designed and implemented training materials adopted by 100+ stores to standardize processes and increase proficiency.
* Developed and maintained detailed sales metric dashboards, enabling upper management to identify growth and boost sales.
* Demonstrated strong sales and customer service expertise, achieving over $1 million in individual sales in a single year.

**Sales Associate**

Nextstar Communications | Athens, GA | Jan. 2013 – May 2016

* Entrusted with keyholder responsibilities, ensuring operational readiness and smooth daily operation.
* Built and maintained positive customer relationships, driving consistent sales and repeat business.
* Became store’s sole technician, resolving 90% of technical issues on first attempt, improving customer satisfaction.
* Proactively followed up with customers after sales to ensure satisfaction and address additional service needs.
* Provided timely and effective resolutions to problems, securing clients, and ensuring satisfaction.