**RYAN DICUS**

**Sales Management**

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***Strategic Territory Sales Manager with a proven ability to cultivate client relationships,***

***exceed targets, and drive market share growth.***

**PROFILE SUMMARY**

Results-oriented automotive industry leader with over 2 decades of experience driving sales growth, fostering customer satisfaction, and leading high-performing teams. Proven expertise in sales, management, and operations, encompassing all aspects of the automotive aftermarket. Demonstrated ability to adapt to market challenges, develop strategic plans, and consistently exceed targets. Adept at building and maintaining strong relationships with Dealers through effective communication and support. Combine entrepreneurial drive with business-management skills to drive gains in revenue, market share, and profit performance. Out-of-the-box, an intuitive thinker who espouses innovative ways to elevate organizational performance with exceptional leadership, planning, and training abilities.

**CORE COMPETENCIES**

* Experienced sales strategist with a track record of achieving regional sales objectives
* Ability to manage business results and drive sales activities in the assigned territory
* Demonstrated ability to develop business plans that align with corporate sales goals
* Train/develop the sales team, providing active coaching, follow-up, and career development
* Highly motivated and passionate with a strong orientation toward developing relationships
* Proven ability to supervise, monitor, and evaluate KPIs and provide constructive feedback
* Strong written and verbal communication skills for documentation and correspondence
* Outstanding interpersonal skills with strong team spirit and great respect for diversity
* Exceptional organizational skills with the ability to prioritize and manage multiple tasks

**SKILLS HIGHLIGHTS**

Sales Operations Management Sales Objectives Setting Sales Strategy Execution

Territory Management Account Management Trade Show Attendance

Dealer Relationships New Customer Development Display Management

Sales & Marketing Planning Customer Relationship Management Business Solutions Development

Business Scenario Analysis P & L Management Sales Planning and Execution

Product Knowledge Training & Development Performance Evaluation

PC/ LT Tire Sales and Distribution B2B Sales MAP Pricing

Marine Restoration Marine Rigging Aftermarket Automotive Solutions

Refurbish Construction Equipment Project Management Quality Control

**Technical Skills:** Microsoft D365 | ERP Legend / Vision POS | M2M | Pipedrive | Jobber | CRM HubSpot | Microsoft Office Products | Reynolds & Reynolds Dealer software

**PROFESSIONAL EXPERIENCE**

**Sales Manager |** Sunstream Boat Lifts. Sarasota, FL  **Feb 2024 – Present**

 Responsible for maximizing direct customer experience and profit for the new Florida Business Unit.

 Focused on industry-leading customer support to increase revenues, margin %, dealers, and manage expenses.

 Hands-on leadership overseeing all elements of Florida direct sales and customer relations.

 Responsible for working leads for prospects in the serviceable territory of Sunstream Florida.

 Ensure prompt, professional handling of leads, resulting in a high close ratio.

 Oversee Helix lift installation and onsite project management.

 Responsible for managing Swifthield cover sales.

 Full oversight of tradeshow setup and management

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***Key Accomplishments***

* **Elevated sales closing rate 2x of forecasted in the 2nd quarter**
* **Optimized internal processes to significantly reduce installation time in the field**
* **Focused on customer retention through personalized service and consistent follow-up.**

**Assistant Service Manager** | Morgan Auto Group, FL **Mar 2023 – Feb 2024**

* Support daily service department operations, guiding customers on optimal choices, and promptly addressing concerns.
* Deliver exceptional customer service, addressing inquiries, identifying service needs, and resolving concerns promptly.
* Offer timely advice on service options, ensuring customer satisfaction through effective communication and problem resolution.
* Actively listen to customer inquiries, ask insightful questions, and skillfully promote additional services when appropriate.
* Facilitate smooth service experiences by advising customers on optimal solutions and addressing concerns promptly and effectively.

***Key Accomplishments***

* Surpassed profit goals, achieving a 20% increase in monthly sales and exceeding assigned targets consistently.
* Implemented retention strategies, securing a 15% increase in repeat business from past customers.
* Successfully reactivated 25 lapsed customers and acquired 30 new customer accounts, boosting overall clientele.
* Achieved a 95% customer satisfaction rate by promptly and courteously handling incoming calls and inquiries.
* Streamlined operations, reducing errors by 25%, and achieved a 20% increase in upselling OEM parts and tires.

**Regional Sales Manager Florida** | Transamerican Auto Parts / Dealer Services Int., Tampa, FL **Aug 2020 – Mar 2023**

* Drove after-sales solutions adoption, cultivating relationships with current, potential, and new clients for enhanced service.
* Mentored dealership leaders and sales teams, ensuring alignment with dynamic aftermarket trends in automotive.
* Targeted parts managers in new and used car dealerships, fostering partnerships and optimizing accessory installations.
* Developed and executed sales projections, initiate marketing strategies, and establish effective sales pipelines for deal closure.
* Provided guidance on automotive product upgrades, offering expertise to staff and customers for enhanced satisfaction.

***Key Accomplishments***

* Achieved a 25% increase in profit by consistently exceeding quarterly sales targets and financial goals.
* Implemented customer retention strategies resulting in a 20% increase in repeat business from past customers.
* Successfully reactivated 30 lapsed customers and acquired 40 new accounts, expanding the customer base significantly.
* Conducted 15 impactful dealership presentations and provided training to a sales staff of 50 members.
* Effectively managed a territory of 200 dealerships on the West coast of Florida, maintaining a $1.5-million-dollar budget.

**Commercial Sales Specialist** | GPC Auto Parts, Tampa, FL  **Feb 2020 – July 2020**

* Conducted comprehensive training for dealers and staff, detailing product characteristics and functions effectively.
* Informed management through periodic reviews, ensuring up-to-date knowledge of product lines and features.
* Participated in industry events and trade shows, generating daily reports, analyzing competition, and upgrading key accounts.
* Managed expenditures, documented activities, and strategically engaged with key accounts, contributing to business enhancement.

*Laid off due to Covid.*

***Key Accomplishments***

* Boosted sales by 20% across allocated regions and product lines, notably in auto repair shops.

**Sales Manager** | Gateway Tire / Robertson Tire, Tulsa, OK**Sept 2014 – Oct 2019**

* Led retail sales and installations for off-road equipment, ensuring seamless operations and customer satisfaction.
* Coached sales team on product lines, optimizing their performance and contributing to sales growth.
* Managed profit/loss, implementing strategies for sustained profitability and territory growth in retail operations.
* Enhanced sales through strategic leverage of established business relationships, fostering sustained growth and customer retention.

***Key Accomplishments***

* Achieved 100% customer satisfaction through meticulous quality control, resolving all installation queries effectively.
* Accelerated YoY sales by over 12%, showcasing exceptional negotiation skills and reducing customer complaints.
* Exhibited expertise in understanding alternative tire sourcing and effectively analyzing competitors for strategic advantage.
* Ensured precision in sales and marketing activities within agreed budgets, achieving targets within specified time scales.
* Optimized inventory management, overseeing stock levels, refreshes, re-order points, and discontinued product processes.

**President and Owner** | Ryno 4WD & Accessories, Tulsa, OK**Dec 2000 – Aug 2014**

* Owned and managed automotive business operations, overseeing all aspects of offroad aftermarket accessories for 14 years.
* Strategically navigated economic challenges, efficiently resolving issues to streamline business growth and enhance operations.
* Demonstrated outstanding courtesy and interpersonal skills, implementing business-building strategies through web presence and social marketing.
* Operated autonomously in strategic planning, operations, merchandising, and marketing, fostering proficient customer relations.
* Achieved revenue growth and financial management excellence, driving operational efficiency/successful business development.
* Negotiated the sale of Ryno in 2014 to Gateway Tire Co., demonstrating expertise in price negotiations.

***Key Accomplishments***

* Achieved over $1 million in sales, driving successful growth and sustainability in the business.
* Sales consistently increased for 12 years, marking continuous growth in the 14-year startup management.
* Maintained a substantial customer base of 12,000, ensuring loyalty and sustained business relationships.
* Developed and implemented operational policies with a strategic plan, optimizing business efficiency and performance.
* Empowered and motivated team performance through effective coaching and training, fostering a high-performance culture.
* Established key connections with wholesalers and distribution centers, enhancing supply chain efficiency and partnerships.

**EDUCATION**

**Bachelor of Science in Geography** | Oklahoma University, Norman OK