

**LAURENCE VAN DEUSEN**  
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## **High Performing Sales Team Leader and Customer Relationship Builder**

High performing sales professional devoted to team building and company promotion to develop strong relationships within a sales force and with customers. Excellent communication skills as well as well as management experience and product development skills provide skills to develop distributor loyalty.

### **SUMMARY OF SKILLS**

- Sales Management
- Domestic and International Product Development and Launch
- Pricing and Discount Rates
- Market Strategy Implementation
- Product Management
- Business Development
- Distributor Relations
- Public Speaking
- Customer Service Supervision
- Conflict Resolution
- Sales Training - Domestic and International
- Sales Forecasting

### **PROFESSIONAL EXPERIENCE**

#### **Contract Land Agent – Self Employed – 8-2010 to present**

Landman presenting Oil & Gas Leases to property owners in Southern NY for Somerset Production Company. Some training in cursory title search and Grantor/Grantee search.

#### **Aspire Technology Solutions 5-2009 to 8-2010**

Full service IT Consulting firm

##### **New Business Development / Sales / Marketing - Buffalo, NY**

- Responsible for developing new markets and supporting current customer base.

#### **Dynabrade, Inc. — 1999 to 2009**

\$60 million abrasive tool design, manufacturer and sales company.

##### **Stationary Equipment Sales Manager - Buffalo, NY (2006 to 2009)**

Work with Engineering to focus product design of portable grinding machines, dust collection systems and superfinishers for the industrial market.

- Increase sales of this equipment 20 - 40% per year over the past 3 years.
- Helped develop innovative portable dust collection systems for volatile metal dust.
- Worked sales region that saw 40% increases over 3 year period.
- Received Outstanding Sales Growth Award - Fiscal 06-07.

##### **Accessories Sales Manager - Buffalo, NY (2003 to 2006)**

Developed small sales force to increase company's market share in pneumatic accessories as well as larger equipment products (stationary machines).

- Increased sales in these products by 25 - 40% per year over 3 years.
- Collaborated with engineering and purchasing to increase the accessories products available.
- Managed sales region that saw 20 - 40% sales increases over 3 years.

##### **Regional Sales Manager, Mid-West Region - Springfield, OH (1999 to 2003)**

Managed a regional sales force of between 8 and 13 salesmen. Developed relationships with their distributors and assisted them in increasing sales.

- Assisted in capturing and maintaining major accounts with salesmen and distributors.
- Teamed with sales management to develop strategies to gain market share.
- Developed reporting structure with other sales managers for salesmen for assessment.
- Helped individual salesmen to achieve their stated career goals.

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### **Cooper Power Tools, Airetool Division — 1983 to 1999 \***

A \$20 million division of \$200 million corporation that designs and manufactures tools and equipment for the heat transfer industry. of performance.

#### **Market Development Manager - Springfield, OH — 1993 to 1999**

Developed marketing strategies and worked with sales management, both domestic and international, to implement them for a sales force that sold a wider product line. Supervised Customer Service Department.

- Developed company presence on the Internet, including online ordering.
- Developed catalog and new product literature for the market.
- 8% Sales increase for 5 years due to increased exposure to international markets and market focus.

#### **Product Development Manager - Springfield, OH — 1988 to 1993**

Worked with Engineering to develop new products, as well as to improve existing products. Developed and conducted product training courses for both sales force and customers.

- Conducted 4-8 weeklong training courses, covering the entire product line, including tool selection and proper usage.
- Developed automated tube rolling process working with contract engineering that had a 90% profit margin.
- Developed a system to track product warranty issues and identify recurring problems to implement solutions.

#### **Territory Sales Representative - Youngstown, NY — 1983 to 1988**

Sold multiple corporate product lines in Upstate New York and Northern Pennsylvania.

- Developed territory sales increases of 10% + per year over 5 year period.
- Developed relationships with large corporate accounts to dominate their tool purchases.

\* Note original company, Dresser Industrial Tool, purchased by Cooper in 1996

### **J. S. Zahm Co. - 1979 to 1983**

Pneumatic Tool Distributor covering Western New York State.

### **Formal Education**

Ithaca College – B.A. Sociology

**Computer Skills:** Microsoft Word, Microsoft Excel, Microsoft Access, Microsoft PowerPoint, HTML, Outlook, Lotus Notes, Eudora, Internet Explorer, Firefox, Thunderbird, Act.