

SALVATORE J. TERRANOVA

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SALES/ACCOUNT MANAGEMENT EXECUTIVE

Uniquely qualified with proven expertise in utilizing customer service to build trust and enhance sales. Proven ability to re-acquire major accounts, as well as simultaneously deepen and widen existing customer base to larger product lines. Highly motivated to outperform the competition and consistently achieve personal goals which are set above corporate expectations. Exceptional ability to “close the deal”, and build mutually beneficial relationships with customers by utilizing a consultative sales approach.

VALUE TO YOUR ORGANIZATION

- **New Business Development/Consultative Selling/Team Building**
- **Territory Management/New Product Introduction/Building Product Champions**
- **Developing and Maintaining Long-term, Loyal Business Relationships**

PROFESSIONAL EXPERIENCE

Sr. Account Manager

Great Lakes Electronic Distributing, Inc

May 2009 – Jan 2010

Tasked with New Business Development targeting Resellers, Independent Software Vendors, and Digital Signage Companies. Developed solutions based upon client’s specialized needs. Deepened and widened customer base.

Account Executive

Upstate New York Transplant Services

April 2007-April 2008

Responsible for recruiting business, school, and community blood drives in Western New York. Presented to civic leaders and groups to hold blood drives and raise awareness of organ and tissue donations within eight counties of Western New York. Won contests for most new account bookings.

- 100% New Accounts
- 94% Customer Retention rate

Corporate Sales Manager

CompUSA, Inc.

Dec 2006- March 2007

Responsible for returning the Corporate Sales team to profitability. Rebuilt business to business sales in WNY. Instituted a Preferred Provider Network of installers, to increase highest profit margin category. Began to repair poor relationships within WNY.

- Immediately increased Sales Margin by 2.5 points
- Increased Sales Volume by 34% (\$800,000 to \$1,072,000)

Owner

Powersports Reps Inc.

2002- Oct 2006

Started my own Independent Rep firm specializing in motorcycle apparel and helmets. Successfully rebuilt Fulmer Brand in New York State, I doubled the territory sales each year, for two consecutive years. I turned this success into Representing the Leading Helmet (HJC) and Apparel (Joe Rocket) brands in America with a smaller territory that afforded me more time at home.

- 100% Sales increase in two consecutive years.
- Inherited a \$250,000 territory, and turned it into over \$1,000,000 within 2 years.
- Developed Brand Champions within each store to promote the sell thru of the product.

OEM Account Manager

ATTO Technology

2000 – 2002

Accountable for attaining corporate sales quotas, increasing revenues, and maintaining existing accounts. Responsible for customer service, product evaluations, and inventory counts with our major accounts in the North American and European Markets. Facilitated and utilized both engineering teleconferences, and Quarterly Business Reviews, to expose and overcome objections to our product lines.

- Surpassed corporate goals by over \$2,000,000 dollars
- Implemented a Managed Inventory System to overcome our 45 day build time and Apple's 15 day lead time. Implementing this solution resulted in maintaining a \$4,000,000 account and deepened the relationship with both companies.

Sales Manager

Computer City/CompUSA

1996 – 2000

Corporate Sales Manager

CompUSA, Inc

1998-2000

Promoted from the position of Sales Manager to that of Corporate Sales Manager after two years with the company and tasked with increasing revenue and profitability. Charged with transitioning the corporate buyout of Computer City by Comp USA. Responsible for Education, Business, Government and Mail Order business. Culled and trained staff to become team members and implemented a consultative sales approach within this team.

- Turned underachieving store into a continual top 5 performer within the Northeast Region
- Achieved 105% quota (1999 \$997,500) and 226% quota (2000 \$2,254,350)

Retail Sales Manager

Computer City

1996-1998

Directly responsible for hiring, scheduling, and training a staff of 30.

Charged with increasing the customer satisfaction rates while also increasing sales and profitability by facilitating the "add on" sale.

- Increased sales from \$6,000,000 to \$11,000,000 over a two year period.
- Decreased customer complaints by 38%.

EDUCATION

Valparaiso University

B.S. Degree: Criminal Justice and Sociology

PROFESSIONAL TRAINING

Dale Carnegie Training, Williamsville, New York, 1996 - 2008:

Courses include: Sales Advantage, Leader in You, Human Relations Assistant Instructor/ G.A. multiple times
Time-Systems Time-management class

REFERENCES

Available upon request