

AL STOREY
Bear Creek, Murrieta, CA

714-493-0740 • alstorey3@gmail.com
www.linkedin.com/in/alstorey

A SOLUTION-FOCUSED SALES LEADER OF
UNWAVERING INTEGRITY AND PROFESSIONALISM

- Strategic Planning
- Customer Retention
- Account Management
- Management
- Relationship Building
- Expert Team Builder
- Customer Acquisition
- Customer Service
- On-Boarding
- B2C /B2B Sales
- P & L Acumen
- Presentations

Strategic Sales and Development Manager

2019 – Nov. 2020

BPS Supply Group, Bakersfield, CA

A family-owned distributor of pipe, valves, fittings and supplies for over 50 years to a wide range of customers across all markets

- Managed 5 Regional Managers and 125+ outside and inside salespeople at 23 locations
- Developed sales strategies and accountability programs to increase revenue identified 216 new markets as well as expanding existing business within current customer base
- Instrumental in launching a new CRM program working with Marketing to coordinate proper flow of leads and increase conversion rates
- Since the onset of Covid-19, developed and executed on new customers acquisitions that resulted in over 3M in new sales in 6 months.
- Implemented new company wide sales protocols for both Outside and Inside Sales increasing sales to 250M
- Created a successful quote follow up program increasing close rate to 50% from 20%
- Implemented several Marketing & Social Selling programs to acquire new business
- Doubled the touches of each salesperson with customers monthly
- Provided tools for the Regional Managers to manage P & L at Stores more Efficiently
- Created a daily tracking program to monitor sales efforts and successes
- Created a 1st class collection dept increasing revenue and reducing delinquent payments
- Created a success program for under-performing locations
- Worked with BPS Supply group for 2 years as a Business Consultant prior to being asked to join the company full-time.

Senior Coach and Partner

2013 – 2019

Sandler Training, Irvine, CA (Currently known as Chris Jennings Group)

Successfully worked with a variety companies, improving their revenue while increasing margins. Developing Strategic Plans with CEO's and Business Owners to implement systems that provide new behaviors, attitudes and skills customized for each organization to achieve predictable growth year after year.

Sandler Training Cont'd

- Implemented Winning Systematic Sales and Management Programs for each company
- Achieved revenue increase from 70M to 138M in 5 years in Building Supplies
- Built a 45M company into 90M in 5 years for a client in Construction Trench & Supplies
- Exceeded revenue goals 30% developing sales teams selling Roofing Products
- Worked with several companies in various verticals of Construction Commercial & Residential, Trench & Supplies, and Industrial Construction
- Took role as fractional VP of Sales for many clients
- P&L experience with several organizations
- Doubled a client's sales at multiple locations working with their team of 120+ employees
- Managed and On-Boarded national remote team; 100% exceeded quota via coaching
- Participated in live sales calls with clients to win 20M in contracts
- Coached Department Leaders to manage their teams with effective protocols
- Platinum Level Producer at Sandler Training

Vice President Sales

1997 – 2013

Coyle, La Mirada, CA

Large format digital and screen printing. Custom permanent and temporary retail displays

- Drove company revenue grew from \$9M to \$23M
- Single-handedly landed largest P.O. for company of 2.5M
- Exceeded and maintained company sales goals and new client acquisitions
- Responsible for bringing several Fortune 500 clients on board
- Worked directly with CEO's and Executive Leaders at Danaher, Sears, Sony, OSH, Best Buy
- Streamlined internal operational procedures to reduce costs
- Led teams in new product launches that exceeded sales forecasts
- Specialized in working with National Retailers, CPM's and OEM's, Fast Casual, Fast Food

OTHER SKILLS:

Solution Sales ~ Team Leader ~ Team Development
Program & Training Development ~ Public Speaking
Exceptional Communication & Interpersonal Skills

ACT, Excel, Word, Outlook, PowerPoint
Microsoft Dynamics, Salesforce, Sugar CRM, ZoHo
Microsoft Teams, Zoom

EDUCATION:

- UCLA & Cal State Los Angeles, Business Administration

PROFESSIONAL TRAINING

- MAP Vital Factors Solutions 4 years, graduated with 97% Accurate Sales/Management Aptitude