

SARAH O. ROSE

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PROFESSIONAL SALES MANAGER

SALES MANAGEMENT – SALES TRAINING – SALES GROWTH

Performance-driven visionary sales leader with a strong record of results revitalizing failing sectors.

Managed successful and rapid turnaround from lowest to highest performance of struggling sales region. Expert at creating culture of professional excellence to drive improvements in staff, business processes, client capture, and client relationship management. Key player in the creation, design, development, and implementation of company-wide training programs, including five hiring criteria adopted company-wide.

PROFESSIONAL EXPERIENCE & ACHIEVEMENTS

Universal Group, Houston, TX (HQ) 2000–Present
Largest provider of automotive dealers' finance & insurance (F&I) and property & casualty insurance (P&C) in U.S.

REGIONAL SALES MANAGER, Cincinnati, OH, 2007–Present

Promoted by senior management to orchestrate the turnaround of company's worst-performing sales region. Designed and implemented measures that completely revitalized region in only 3 years.

➤ **Led Ohio office from last (#27 out of 27) to first place (#1 out of 27).**

Vision Criteria

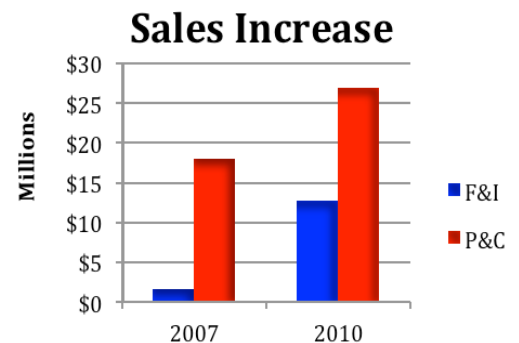
- Professional Excellence
- Best Talent
- Premier (#1) Office
- Leadership Development

Results:

Created and communicated vision to transform Ohio office into a benchmark office for entire company. Set criteria to achieve vision. Retrained / replaced staff, building best sales record in company. Negotiated **Preferred Provider & Best Practice** endorsements from industry leader (OADA), and captured 70% of dealers statewide.

➤ **Increased sales of business.**

	2007	2010
F&I Sales Revenue	\$1.6M	\$12.8M +800%
P&C Sales Revenue	\$18M	\$27M +150%



(Regional Sales Manager, cont.)

- **Developed the company’s top-producing sales professionals.**

Results:

- Led entire Team to achieve President’s Club Status (2010).
- Increased Team’s President Club Memberships to 24 from 2007–2010 (versus 0 wins 2002–2006).
- Negotiated promotion of one Direct Report.
- Oversaw recruitment of three Direct Reports by senior management.

- **Profitably managed more than \$40M business.**

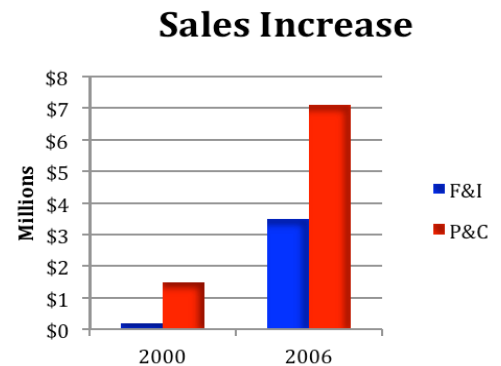
- **Selected to design new company-wide AE training program (1 of 5 designers).**

ACCOUNT EXECUTIVE, DENVER, CO, 2000–2006

Recruited after graduation to acquire and develop F&I and P&C business in Western Division. Named to President’s Club 3 times. Appointed as NADA (National Auto Dealers Association) Convention representative 8 times. Trained new hires on how to offer value proposition versus product sale.

- **Rejuvenated underperforming territory.**

	2000	2006
F&I Sales Revenue	\$200K	\$3.5M
		+1,750%
	2007	2010
P&C Sales Revenue	\$1.5M	\$7M+
		+466%



- **Awarded Account Executive of the Year (2004 – #1 Account Executive in nation)**
- **Chosen (1 of 5) to design P&C sales training program (still in use today).**

EDUCATION

Pursuing CPCU (Chartered Property Casualty Underwriter) *(5 of 8 courses completed)*
 AFIP (Association of Finance & Insurance Professionals) Designation, 2003
 B.S. Economics, The Ohio State University, Columbus, OH, 2000