

STEVEN L. JOHNSON

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SALES MANAGER ~ SALES DIRECTOR ~ ACCOUNT EXECUTIVE

Leading Sales Teams ~ Surpassing Monthly Sales Quotas ~ Growing Market Share ~ Increasing Profits

A dynamic sales and management professional with over ten years experience, who delivers outstanding results routinely as evidenced by a track record of extraordinary performance in sales revenue, sales force management and implementing successful cost reductions. Areas of strength include training, developing, and motivating sales personnel, building relationships and strategic partnerships for business development and solving problems to insure dedication to customer service in order to capitalize on future opportunities.

HIGHLIGHTS OF QUALIFICATIONS

- Logistics Manager for Polo Ralph Lauren said, "Steven exceeds the expectations of this position. By persistently pursuing the root cause of issues, challenging current practices and implementing process changes, he has been able to avoid \$1.5M in customer deductions."
- Executive Vice President for Flexible Payroll Solutions said, "Steve's strong customer relationships have been instrumental in maintaining client satisfaction through some difficult operating challenges. He is extremely client focused and is always in our clients' operating reality."
- President of Sales for Sara Lee Branded Apparel said, "This division accounted for a 30% of SLU increase over last year, and Steve was an important contributor..."

NOTEWORTHY ACCOMPLISHMENTS

- Set the bar high for ten other Sales Associates with Flexible Payroll Solutions by finishing #1 in a sales force of ten producers.
- Achieved a substantial reduction in the workload of the administrative staff by transitioning the companywide reporting process from manual to programmed overnight polling via the Hanesbrands' Intranet.
- Trounced expectations with \$7.1M in sales when challenged with spearheading the new Ultimate brand launch for Hanesbrands as Sales and Service Manager.
- Generated savings of \$500,000 annually by developing, testing, and initiating a new reimbursement procedure for imperfect goods that Hanesbrands delivered to all resellers.
- Improved product placement to 83% in high value accounts, which led to increased merchandising opportunities. As a result, existing product penetration jumped from 6.9% to 10% in all accounts. Increased shelf space and visibility numbers are mission critical market share metrics for future growth.
- Saved Hanesbrands over \$1.6M in claim reversals as Customer Compliance Manager in 2001, due to my innovative problem resolution approach and shrewd negotiating ability.

STEVEN L. JOHNSON-PAGE 2

PROFESSIONAL EXPERIENCE

FLEXIBLE PAYROLL SOLUTIONS, Winston-Salem, NC 8/07 to Present

Account Executive,

- Sell payroll processing, tax filing, and payment services.
- Generate new prospects through cold calling and networking to build new relationships.
- Solve problems and provide sales support for clients and service clients on routine inquiries.

HANESBRANDS INC., Winston-Salem, NC 4/06 to 4/07

Retail Planning Manager

- Supervising the strategic planning to support retail sales for a billion dollar clothing supplier.
- Oversaw inventory and ensured the rapid replacement thereof.
- Liaised with the customer operations, marketing, and forecasting teams; worked closely with several departments to improve the accuracy of data entered into our automated systems.
- Contributed with constructive suggestions to improve existing procedures and forecasting.
- Created detailed plans for presentations at monthly sales meetings, which focused on weekly and monthly sales targets and provided realistic blueprints and risk management strategies to get there.

SARA LEE CORPORATION, Winston-Salem, NC 5/01 to 4/06

Sales and Service Manager (12/02 to 4/06)

Hanesbrands Inc. was spun off from parent company Sara Lee in 2006, with continuous employment see above.

- Directed, developed, and managed Sales Representatives and Sales Analysts.
- Resolved customer service concerns; maximized both new account opportunities and add on sales.
- Met face to face with major accounts to encourage purchases for upcoming seasons.
- Recognized for guiding, motivating, and informing the sales staff in monthly meetings.

Customer Compliance Manager (5/01 to 12/02)

- Oversaw compliance to client's account procedures for vendor guidelines and routing to avoid costly fines and charge-backs.
- Impressed the need for compliance to all departments; prevented infractions through regular feedback.

RANDSTAD STAFFING AGENCY, Winston-Salem, NC 10/00 to 5/01

Business Development Manager

- Devised, employed, and assessed high impact marketing strategies, which helped our business grow.
- Called on business clients to initiate a relationship, generate prospects, and earned sales appointments.
- Surpassed monthly sales quotas by gaining two new clients per week and making convincing presentations.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Bachelor of Science in Business Administration from Wake Forest University, Winston-Salem, NC
Concentration in Marketing 5/99

Additional professional studies included courses, and seminars on Outstanding Customer Service Skills, Management/Supervisory Training, Ethical Selling, and several industry specific services and products.