

MARILYN BOUCHER

WILLING TO RELOCATE

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1665 Clover Circle
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SENIOR RETAIL SALES MANAGER

Senior Sales Manager with over eight years of recent retail management experience, including turning around two underperforming health and fitness facilities. Seasoned expert in hiring, training, and motivating sales staff to drive profits while achieving top customer service ratings.

Career Highlights:

- Took branch to #1 sales ranking in the state, maintaining top position for four years.
- Orchestrated 70% closing rate amongst eight brand new sales team members.
- Coached junior and senior sales staff in gracefully upselling 40%-50% of clientele.
- Established record-breaking client retention rates and customer service scores.

EXPERIENCE

Center Manager: Weight Loss International, Marietta, GA 01/2004 to 05/2008

Relaunched weight-loss club under new name six months after an abrupt closure that left aggrieved members mid-contract without explanation, all but destroying brand reputation.

SALES MANAGEMENT

Hired, trained, and closely monitored three sales staff to grow profits via consultative selling, upselling, and add-ons.

- Exceeded Corporate's aggressive sales objectives by 20 percentage points, averaging 50% closing rate for the center.
- Converted 40% of clients from "standard" to "platinum" membership, yielding 38% (\$220) per capita increase.
- Boosted add-on sales 20% by selling nutritional bars up front and in bulk as well as via weekly client meetings.
- Maximized profits by reducing inventory shrinkage from 12% to 2% via digitized order fulfillment process and strict controls.

CUSTOMER SERVICE

Reclaimed goodwill from existing members and established immediate rapport with new clients.

- Salvaged company reputation, recapturing 20% of original client base, by reaching out to members and honoring their contracts.
- Achieved unprecedented 80% retention rate, beating company norm of 58%, by leveraging contact database to ensure consistent follow-up with delinquent members.
- Reinforced client-focused model by hosting "bring-a-friend" open houses and rewarding referrers with in-store credit.

Center Manager: Metabolic Results, Inc., Atlanta, GA 11/1999 to 12/2003

Assumed control of wellness facility that had been challenged with declining revenues and high staff turnover due to extended absences of the previous center manager.

SALES MANAGEMENT

Grew staff from one rep to eight well-trained pros, fostering motivation via training and incentives.

- Within first nine months, elevated center's sales ranking from twelfth to first place, out of 32 facilities in the state, holding top spot for entire tenure.
- Set national industry record of \$100,000 in sales in one month.
- Inspired staff to achieve 70% closing rate with success in upgrading half of all memberships to "winner's circle" status.
- Increased food sales 20% by offering bulk discounts.

Continued...

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Center Manager: Metabolic Results, Inc. (continued)

11/1999 to 12/2003

CUSTOMER SERVICE

Ensured each member felt appreciated and supported to facilitate upselling and referrals.

- Nearly doubled company average for client retention, securing long-term memberships with 88% of clientele.
- Set company record in customer service ratings.
- Underscored company brand by promoting center as a proponent of health and wellness at women's groups, community centers, and open houses.

Sales Consultant: Health Nation, Ltd., Athens, GA

02/1996 to 11/1999

Managed client accounts from prospecting and cold calling to in-person sales consultations and ongoing support for this health organization with 40 sales consultants throughout 12 locations.

SALES PERFORMANCE

Developed trusted rapport with prospects and clients, earning numerous sales and customer service awards.

- Earned #1 ranking at Athens location and maintained status as one of the top three sales reps across 12 regional centers.
- Achieved highest referral rate in the center, at 25%.
- Received quarterly "Sales Achiever Award" 12 times within a three-year period.
- Assisted center manager in attaining 95% retention rate, against company quota of 40%, by following up with clients showing absenteeism for three or more weeks.

SALES SUPPORT BACKGROUND

Developed foundation for sales career through five-year mentorship under senior sales manager.

Prior to transitioning into retail sales permanently, served as an office manager for the Solar Energy Society in Athens, Georgia. Provided administrative support to engineering department, eventually earning transfer to work in conjunction with senior sales manager for five years.

PROFESSIONAL TRAINING

Keep sales acumen polished and up to date via company-sponsored seminars and electives with Dale Carnegie, Joe Winner, and local community colleges. Areas of study include the following:

- General business management
- Influencing clients and colleagues
- Best practices in selling
- Desktop and authoring software

SOFTWARE SKILLS

Proficient with Microsoft Office (Word, Excel, Access)