

# MARILYN BOUCHER

COMPETITIVE ... ANALYTICAL ... CHANGE AGENT

Seeking position as...  
\* Retail Sales Manager \*

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## Provide Revenue-Generating Leadership to Weight Loss Centers through Ability to Regain and Retain Memberships

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Over 12 years' experience as a top-performing "turnaround specialist" steering business development, operational efficiencies, and strategic sales and marketing initiatives for weight loss centers. Execute a "clear vision and voice" to align with cultures of discipline that value integrity and a transparency in the core business.

### Proof of transferable skills ...

#### Deliver mission-critical results

Led #12-ranked center to #1 status (out of 32 Georgia facilities) within 9 months.  
Led center to #1 nationwide ranking for revenue generation of \$100K within two-month time period (*Metabolic Results, Inc., company competition*).  
Earned "Sales Achiever" awards 12 times in 3 years (*top quarterly sales performance*).

#### Respect and leverage human capital

Empowered sales teams to achieve close rates 20% higher than expectations.  
Developed relationships based on trust and respect to generate 25% of new business through member referrals (*Health Nation Ltd.*) and to regain 20% of memberships lost due to a failed franchise (*Weight Loss International*).

#### Create opportunities

Implemented programs that generated and maintained club members. Increased retention rates of *Weight Loss International, 80%; Metabolic Results, Inc., 88%; and Health Nation Ltd., 95%*—percentages far exceeding the company baseline.  
Promoted health-conscious awareness through community speaking engagements.

#### Link objectives to IT strategies to correct "broken processes"

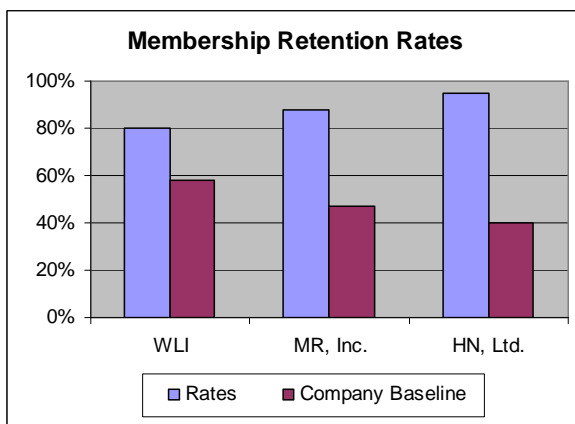
Introduced inventory control program that decreased inventory shrinkage from 12+% to less than 2%.  
Maintained comprehensive customer database for attendance tracking.

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## CAREER CHRONOLOGY

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Center Manager, WEIGHT LOSS INTERNATIONAL ( <i>formerly Pacific Weight Loss</i> ), Marietta, GA	2004 – 2008
Center Manager, METABOLIC RESULTS, INC., Atlanta, GA	1999 – 2003
Sales Consultant, HEALTH NATION LTD., Athens, GA	1996 – 1999



### Additional contributions and accomplishments ...

- Maintained a 30% profit margin through improved inventory order procedures (*Metabolic Results, Inc.*).
- Implemented Winner's Circle, referral bonus, sales blasts, and bulk discount programs to successfully increase revenue, membership, and up-front sales.
- Hold exceptional record of hiring qualified people with low turnover rates.

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## PROFESSIONAL TRAINING & DEVELOPMENT

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Dale Carnegie – How to Win Friends and Influence People in Business  
Weight Loss University – Manager Training  
Sales Mastery I & II

"My passion for achieving results is built on an innate ability to connect with people and a work ethic that transcends nine-to-five boundaries. I am eager to apply this winning combination of transferable skills for an employer who recognizes my unique promise of value."

Marilyn Boucher | Confidential | Available for Relocation