

KENNETH E. MONROE
1808 WHITELEY PLACE GREENSBORO, NC 27406
(336) 674-7679 kmonroe1@triad.rr.com

OBJECTIVE

A position with a company which seeks a sales professional experienced in researching and identifying potential customers, face-to-face selling and developing ongoing client relationships after the sale.

SUMMARY

Successful sales and account management experience, transforming customer relations to valued client partner for over 25 years. Expert in consultative selling and translating solutions into valued business opportunities with a high retention rate. Proficient in Windows OS and MS Office. Areas of expertise include:

Account Management & Retention
Needs Assessment & Solution Selling
Communicating, Presenting & Training

Customer Relationship Management
Technology Support & Implementation
Process & Performance Improvement

EXPERIENCE

EDUCATIONAL TECHNOLOGY SERVICES, Greensboro, NC 2008 - Present

President

Startup company specializing in Audio Visual consultation and implementation services to the education community. Develop and deliver technical A/V consultation, pricing, quoting and technical workflow integration.

THE WHITLOCK GROUP, Greensboro, NC 1999 - 2008

Presentation Systems Specialist

Provide Audio Visual system consultation and integration solutions to educational, corporate, government and industrial market in the Triad and Western North Carolina. Designed, built, audio visual systems which increased productivity in corporate environments and retention of information in classrooms.

- Maintained profit margin (24.7% average) in 2008 as the Audio Visual industry was experiencing a downward pressure on margin.
- Doubled gross sales in 2007 to over \$1,500,000 in sales over the previous year.
- Started in product only sales and progressed to systems sales in 2003.
- Increased accounts to 127% of existing territory in two years.

A&V COMPANY, Greensboro, NC

1993 - 1999

Senior Product Specialist

Supplied clients with quality, professional Audio Visual presentation systems in the Triad and Western North Carolina. Established and grew existing relationships with corporate and educational manager and end users, selling Audio Visual solutions, furniture and projector systems.

- . Augmented sales and company identity in the corporate and educational sectors; increased active accounts 167% by 1999.
- . Led the company in product sales five of six years in the Greensboro office.
- . Led company in profit margin (over 26%) in 1999.

SOUTHERN COACH OF GREENSBORO, Greensboro, NC

1989 - 1992

District Sales Manager/Dodge Division Manager

Supervised the sales and account management of van and truck conversions, to new car and truck dealers, owners and managers in North Carolina and Virginia.

- . Attained Top 10, at retail, for the company, with Dodge Motor Division for two consecutive years (1990-1991); strengthened market share, although the automotive industry was experiencing a recession.
- . Assisted in coordinating the establishment of the Dodge Division within the company.
- . Improved penetration of the Ford Division in the territory by quadrupling accounts.

CRESCENT CRUISER COMPANY, High Point, NC

1988 - 1989

District Manager

VALUE EYEWEAR, Clifton, NJ

1985 - 1988

Account Representative

FREEMAN SHOE COMPANY, Beloit, WI

1983 - 1985

Territorial Manager**EDUCATION**

University of North Carolina

1971 - 1975

PROFESSIONAL DEVELOPMENT

Extron Electronics School of A/V Technologies for System Designers

2007

FEMA, Emergency Management Institute, IS-00700

2005

Extron S³ Technical Institute

2003

ICIA Professional Sales Course

1998