

Richard L. Lancaster

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SUMMARY

Results-oriented sales manager with more than 20 years experience providing analytical insights to find creative solutions to long and short term business challenges. Achieves high standards through integrity, personal drive, accountability and consistency. Passionate about developing and maintaining strategic business relationships while leading, inspiring, and coaching a team to quality outcomes. Proven ability to exceed customer expectations and diplomatically navigate internal processes to complete projects.

PROFESSIONAL EXPERIENCE

VERIZON WIRELESS, Raleigh, NC

1993 - 2009

Formerly Alltel Communications

Sales Manager – Indirect Distribution

2005 - 2009

Motivated, coached, and trained a team of Account Managers to build consultative relationships with business owners while influencing their marketing, advertising, and sales strategies.

- Transformed a region from poorest performance as measured by company-wide KPIs to a ranking of #3 nationally within a three-year period. Earned Verizon Wireless 2008 President's Club.
- Achieved a 51% increase in unit sales by actively recruiting and expanding dealer points of distribution – FY06 to FY08.
- Increased revenue by consistently exceeding data quotas – 109% FY06 to 277% FY08.
- Improved efficiencies to 100% accuracy in operational channel reviews by consistently following up with team members and holding them accountable.

ALLTEL COMMUNICATIONS, Greensboro, NC

Formerly 360° Communications

Sales Manager – Retail Distribution

1998 - 2005

Led sales and operations efforts for 12 retail store locations. Managed financial controls for each location. Responsible for over \$2M in salaries and 103 employees.

- Spearheaded the expansion of distribution points from 5 to 12 retail stores while consistently achieving top tier quality sales and customer service.
- Launched new product offerings and ensured sales targets were met.
- Coached, trained, and mentored store managers and assistant store managers to exceed goals and maximize earning potential.
- Identified and implemented ways to homogenize retail distribution team.

360° COMMUNICATIONS, Greensboro, NC

Formerly Sprint Cellular

Customer Service Manager

1997 - 1998

Delivered stellar customer service results through management of day to day operations of a team whose primary functions were customer service, inventory, and cash management. Provided solutions which met the needs of the business as well as those of the customer.

- Executed plan for a standardized local customer service approach to sales and service through the implementation of a district office call center.
- Instituted change in billing system reports – researched all reports, collected and analyzed data, determined effectiveness and use of reports. Resulted in 1/3 of reports being eliminated.
- Researched and developed team building exercise. Applied knowledge gained to unite team for excellence by enhancing communication, camaraderie, respect, and trust.
- Oversaw the development of a cash procedures resource guide. Provided training to retail stores resulting in a 65% reduction in cash/banking errors.

Local Market Manager	1996 - 1997
Managed all functions of sales, cash, inventory, and service departments of a market area retail store.	
<ul style="list-style-type: none"> • Increased market area productivity by evaluating headcount needs, cross training associates in job responsibilities, redesign of sales floor layout, and streamlining operational procedures. • Improved customer satisfaction survey ratings as related to Sales, Service, and Market Support. Achieved 95% satisfactory rating in all cases. • Developed a marketing plan for the implementation of 360° Communications Long Distance product. Awarded Top Producer in Long Distance Sales 4Q '96. 	
Dealer Coordinator	1994 - 1996
SPRINT CELLULAR, Greensboro, NC Customer Care Representative	1993 – 1994
McCAW CELLULAR COMMUNICATIONS, Tampa, FL Roaming Coordinator	1991 – 1993 1992 - 1993
Customer Care Representative	1991 - 1992
CHARTER HOSPITAL, Winston-Salem, NC Professional Services Representative	1991
VANGUARD CELLULAR SYSTEMS, Greensboro, NC Operations Analyst	1989 – 1991 1990 - 1991
Customer Service Representative	1989 – 1990
HARRIS/3M, Fairfax, VA Sales Representative	1988

VOLUNTEER EXPERIENCE

BOY SCOUTS OF AMERICA, Greensboro, NC Den Leader (2005 – Present) Troop Leader – Florida National High Adventure Sea Base (2009)	2005 - Present
OUR LADY OF GRACE SCHOOL, Greensboro, NC Chair, Marketing Committee, Board of Education (2009 – Present) Member, Marketing Committee, Board of Education (2008 – 2009)	2008 - Present

EDUCATION

Bachelor of Arts – Economics, Guilford College, Greensboro, NC	1988
<ul style="list-style-type: none"> • Completed study abroad program in Paris, France <ul style="list-style-type: none"> - L'Institut Catholique de Paris, Spring 1986 	

PROFESSIONAL DEVELOPMENT

<ul style="list-style-type: none"> • Civil Treatment for Managers (2009) • Professional Selling Skills (2008) • Managing It Right (2006) • Compliance Training for Supervisors (2001) • Coaching Employee Performance (2000) 	<ul style="list-style-type: none"> • Selective Interviewing (1999) • Dale Carnegie (1997) • Seven Habits of Highly Effective People (1996) • Microsoft Excel – Intermediate (1995) • Microsoft Word (1994)
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