

21 July 2010



Adidas Group
767 Springvale Road
Mulgrave VIC 3170

Re: Territory Manager

Location: Mulgrave, Victoria

Dear Sir/Madam,

A results and achievement orientated sales and marketing professional, I write with great interest to be considered for the above career opportunity with the Adidas Group as recently advertised on www.seek.com.au.

Confident I would make an outstanding contribution to your team as Territory Manager, I welcome the opportunity to sell footwear, apparel and hardware whilst driving sales/margin growth demonstrating excellence in customer management and executing seasonal range requirements, ensuring alignment of brand and product initiatives to customer and consumer, facilitate client presentations, maintaining effective relationships, providing technical information to customer and consumers, actively contributing in the sales team, developing and maintaining an account base within metro and regional Victoria undertaking regular travel.

Keen to secure this exciting new career opportunity within your leading organisation that demands and appreciates professionalism and a proven experience in territory management, I have actively contributed throughout competitive industries in various capacities including: VIC State Territory Manager - Corporate Grocery, VIC State Territory Manager - Petrol & Convenience & Independent Grocery, VIC Account Manager - Direct Channel and Route Sales Representative - Petrol & Convenience (East Metro) whilst employed at Vitaco Health Australia Pty Ltd and previously at Smith Snackfoods.

Throughout my sales career from 2004 - 2010, I have gained a broad range of relevant skills, experience and achievements in many areas including the following:

- Increased national unit sales as Victorian State Territory Manager from 8,000 units per week to 48,000 units per week within 12 month period, assisting in the concept design and launching of new products on a regular basis and undertaking of higher duties with full responsibility of training all merchandisers nationally
- Assisted in the concept design and launching of products on a regular basis as Victorian State Territory Manager
- Assumed higher duties, responsible for training all merchandisers nationally as Victorian State Territory Manager
- Commenced with 100 existing accounts as Victorian Account Manager, Direct Channel and achieved 300 accounts in less than 2 year period through the use of effective business development and cold calling techniques
- Managed new and existing accounts, building and maintaining mutually beneficial relationships with clients over the past 6 years including new business development
- Product selection and launching to internal stakeholders, retail and trade customers
- Consistently met and exceed sales targets and KPI's reporting to the National Sales Manager
- Undertook successful cold calling, business development and growth via store promotional activities
- Represented company at trade shows and exhibitions, enhancing product and brand awareness
- Planned and implemented annual budgets and business strategies achieving positive outcomes
- Met and exceeded sales targets and business objectives consistently
- Developed and implemented successful marketing campaigns, selling and promoting products effectively
- Conducted market research and competitor analysis, generating and driving new business
- Day to day sales management, maximising growth, profitability and smooth business operations

I welcome the opportunity to attend interview at your earliest convenience and attach my résumé for your consideration. I am certain an interview would fully reveal my suitability for the opportunity to contribute to your industry leading company in this exciting role. Thank for your time in reviewing my application.

Yours sincerely,

DEAN SMITH